

# Ontario Petroleum Institute Inc.

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# Ontario Petroleum Institute Website Advertising

An advertising opportunity to promote your organization to a unique and valuable audience.

#### ONTARIOPETROLEUMINSTITUTE.COM

The OPI website <u>WWW.ONTARIOPETROLEUMINSTITUTE.COM</u> has developed into a highly active communication tool that offers visitors information on a range of topics on oil and natural gas production, hydrocarbon storage and solution mining.

#### ADVERTISING PROGRAM

## The Opportunity

<u>ONTARIOPETROLEUMINSTITUTE.COM</u> offers a rich content experience that provides visitors with the most up-to-date news and information on developments related to Ontario's oil and natural production.

The website content includes:

- HOME PAGE (Highlights current news, and oil & natural gas prices)
- ORGANIZATION
- ONTARIO INDUSTRY
- ENVIRONMENT, HEALTH & SAFETY
- EDUCATION & RESOURCES
- NEWS & EVENTS
- MEMBERSHIP (OPI Directory)

Visitors to <u>ONTARIOPETROLEUMINSITUTE.COM</u> arrive mainly from browser bookmarks, targeted search engine queries, and highly relevant inbound links. The website is uniquely positioned to offer an audience that is receptive to your promotional message.

#### The Audience

Energy development has one of the highest profiles of any industry in the world. The need for energy is accelerating rapidly and its impact on the economy, and the environment, results in the sector attracting enormous attention from governments, media and the public.

In a short period, the <u>ONTARIOPETROLEUMINSITUTE.COM</u> website has attracted a significant audience both in size and scale. In 2016, the OPI website generated over 7,200 visitors viewing over 19,000 pages of information.

#### **OPI Google Analytics:**

Year	Pageviews	Sessions	Users	Pages/Session	%New Visitors
2016	19,437	7,269	5,301	2.67	71.3%

Complete details on the website's analytics are available upon request.

# **Advertising Options**

The OPI is offering individuals and companies two choices to advertise and promote on the website:

# 1. Home Page

The <u>ONTARIOPETROLEUMINSITUTE.COM</u> home page, as the first point of entry to the website, has the highest level of traffic. Your advertisement will appear as a banner at the top of the page (see OPI Advertising Sample, page 4 – OGSR LIBRARY ad currently in place).

The banner ad size is 730 x 90 pixels in a high-quality JPG format. Design assistance is available.

### 2. Rotating Advertisement

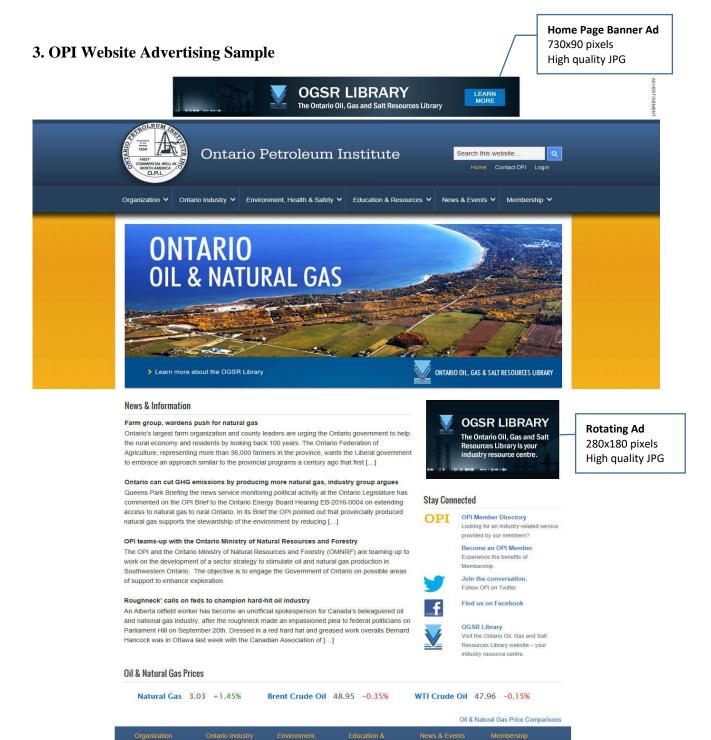
Your advertisement will be placed on <u>ONTARIOPETROLEUMINSITUTE.COM</u> on a rotating cycle that will loop through all the pages of the website on a continuous basis 24 hours a day -7 days a week. Your advertisement will appear at mid-page on the right-hand side of each page (see OPI Advertising Sample, page 4 - OGSR LIBRARY ad currently in place).

The ad size is 280x180 pixels in a high-quality JPG format. Design assistance is available.

#### RATE SCHEDULE

The rate schedule below indicates the rates for home page and the rotating advertisement:

Hone Page / Rotating Advertisement	Cost per Month		
Home Page	\$250.00 / month		
Rotating Advertisement (all pages)	\$29.95 / month		



For more information, please contact:

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