SHALE PLAY WATER MANAGEMENT

THE POWER OF 3

1—Shale Play Water Management Magazine
2—Shale Water Expo Conference & Exhibition
3—ShalePlayWaterManagement.com

RESPONSIBLE SOLUTIONS FOR NORTH AMERICA’S OIL & GAS INDUSTRY
Water Handling & Related Technology for Shale Oil & Gas

WHY ADVERTISE IN SHALE PLAY WATER MANAGEMENT?

- **SHALE PLAY WATER MANAGEMENT** is the only national magazine exclusively dedicated to the one issue central to the development of unconventional oil and gas.

- **SPWM** is the only media resource with a circulation specifically targeting oil and gas professionals involved with water sourcing, handling, reuse and disposal.

- **SPWM** delivers solutions-driven content and a water-management focus written by thought leaders and experts in the field.

- **SPWM** produces Shale Water Expo, the industry’s premier water conference and exhibition specific to the oil and gas industry.

- **SPWM** offers multiple print and digital products that are specifically designed to maximize your company’s brand awareness, build market share and generate sales interest.
**EDITORIAL OVERVIEW**

*Shale Play Water Management* covers “real world” fluid-handling applications and solutions with content that is expert, timely and relevant. Focusing on the ENTIRE WATER LIFE CYCLE, the magazine, Expo and website combine to be the number-one industry resource for important news, applications and technologies in the water-management sector. Every issue delivers the critical information that operators and those allied to the field need to know in order to do their job better, become more efficient and save money.

**FEATURE COVERAGE**

*Shale Play Water Management* addresses the full range of critical fluid-handling topics in shale exploration and production, including the all-important economic and environmental factors impacting the industry.

Key subject areas include:

- Water-Sourcing Options
- End-to-End Big Play Water Systems
- Regional Reports
- Water-Transfer Systems
- Mobile Recycling: The Next Generation
- Wastewater-Disposal Options
- Regulations Focus
- Industry Business Reports
- Cost-Effective Water-Recycling Techniques
- Filtration, Oil-Water Separations, Oil Recovery
- Frac Chemistries, Bacteria Control, Disinfection
- Strategies for Maximizing Produced-Water Reuse
- Groundwater Testing and Sampling
- Cost-Containment Strategies
- Sustainable Completions Development
- Pumps, Piping and Controls

+ much more!

**COLUMNS & DEPARTMENTS**

*Shale Play Water Management* addresses the full range of critical fluid-handling topics in shale exploration and production, including the all-important economic and environmental factors impacting the industry.

Key columns & departments include:

- In Focus
- Produced Water Insights
- Product News
- NoteWorthy
- Case Studies
- Innovations

ShalePlayWaterManagement.com
EDITORIAL CALENDAR

Note: This editorial calendar features a general outline of key topics central to the industry. Not every article and column planned for each issue is listed. So, additional editorial ideas are welcome for any of our 2020 editions. The publisher reserves the right to make changes to this planning guide.

JANUARY / FEBRUARY
AD CLOSE: 12/13/19
MATERIALS: 12/17/19
• Produced Water Insights - Column
• Key Benefits of Water Reuse Over Disposal
• Produced Water Storage Options
• Water Sourcing Impacts for the Permian Basin
• Water Management From a Financial Perspective

MARCH / APRIL
AD CLOSE: 02/14/20
MATERIALS: 02/18/20
• Produced Water Insights – Column
• Inside the Industry: Corporate Capabilities 2020
• Midstream Operations
• How Produced Water’s Economic Value is Evolving in the Permian Basin
• North American Water Management Market Overview and Key Development Trends
• Building More Efficiencies into Water-Handling Systems

MAY / JUNE
AD CLOSE: 04/14/20
MATERIALS: 04/17/20
• Produced Water Insights – Column
• Managing the Cost of Your Water Treatment Program with Technology
• Recycling Options for Flowback and Produced Water
• Selecting the Right Water Chemistries and Biology to Lower Reuse Costs
• Managing Environmental Risks Associated with Water Sourcing and Reuse

JULY / AUGUST
AD CLOSE: : 06/15/20
MATERIALS: : 06/18/20
• Produced Water Insights – Column
• Smart Water Management in Challenging Times
• Selecting the Right Solids Filtration Option
• Produced Water Recycling in the Permian Basin—A Low Cost Alternative
• Produced / Frac Flowback Water Storage and Evaporation Ponds

SEPTEMBER / OCTOBER
AD CLOSE: 08/14/20
MATERIALS: 08/18/20
• Produced Water Insights – Column
• Shale Water Expo 2020 Show Guide
• Maximizing Produced Water Usage Using Accurate Blending
• Practical Solutions to Bacteria Control
• Mobile Recycling Options

NOVEMBER / DECEMBER
AD CLOSE: 10/15/20
MATERIALS: 10/19/20
• Produced Water Insights – Column
• Standards for Lay Flat Hose Used for Water Transfers
• Navigating Regulatory Hurdles for Induced Seismicity
• Filtration, Oil-Water Separations, Oil Recovery
• Sustainable Completions Development
CIRCULATION PROFILE

Each bimonthly issue of Shale Play Water Management is circulated to 15,000+ field operations, engineers, service and management personnel involved with water handling for shale plays across the U.S. This includes distribution within oil and gas exploration and production companies, oil and gas drilling contractors, engineering firms, well service and support companies, and midstream operators. In addition, the magazine is distributed to hundreds of attendees each year at the Shale Water Expo, the premier national conference and exhibition produced by Shale Play Water Management.

Our circulation department continually monitors both the depth and quality of subscribers and recipients of the magazine to ensure your advertising and marketing messages in the publication are reaching qualified individuals actively involved with water management for the oil and gas industry.

BUYER/SPECIFIER INFORMATION EXCLUSIVELY FOR ADVERTISERS

Each issue of Shale Play Water Management features Buyer/Specifier data questions as part of the Reader Service Card. We ask subscribers which of the products/services they are planning to buy or specify in the next 12 months. Our circulation specialists compile these sales leads and provide them to advertisers exclusively.

The information includes subscriber name, company and contact information.
## PRINT ADS

### RATES

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**Inside Front Cover and Back Cover:** Add 20%  
**Inside Back Cover:** Add 10%  
**Other premium positions:** Add 10%

### DIMENSIONS

(All sizes are width x height)

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### SPECS

**FORMAT:** PDF, CMYK (*no spot or PMS colors*), 300 dpi, all fonts and images embedded, no crop marks.

**FILE TYPES ACCEPTED:** High-Resolution PDF-X3, TIFF, EPS. Photoshop TIFF or PSD: no compression and no layers. Illustrator EPS (CS5 or earlier); convert all elements, including fonts to outline; embed all images.

It is recommended advertisers keep live material at least ½-inch from edge of full page and two-page spread ads. A ½-inch gutter is also encouraged on two-page spreads.

A proof is required to ensure accuracy of submitted ad material.

Shale Play Water Management and RM Publishing Group, LLC are not responsible for errors not accompanied by a proof.
## WEB ADS

**ShalePlayWaterManagement.com**

### DIMENSIONS + RATES

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*NOTE:* Up to three banner ads can be rotated in each ad zone
Shale Water Expo is currently held at NRG Center Houston as the leading annual industry event. The comprehensive technical program features two full days of sessions led by experts and E&P leaders sharing their expertise in water management, logistics, sourcing and recycling, plus market forecasting and industry trends. The exhibit portion of the event features direct access to the latest technology, equipment and engineering solutions in frac fluids, flowback- and produced-water management.

“Shale Water Expo showcases the best and brightest from across the industry,” says John Pellettieri, SPWM Publisher & Executive Editor. “This national event gathers top engineering and business experts, and puts their fluid knowledge under one roof. The exhibit portion showcases an impressive variety of technologies, equipment and services for every segment of the waste-management process, including sourcing, transportation, storage, recycling and disposal.” In addition, a unique display on the exhibit floor features mobile recycling units and related equipment in which attendees can actually tour.

With technology and techniques for managing produced water and flowback fluids driven by continuing stress on supplies and increasingly restrictive disposal options, industry must optimize the water value chain or face mounting resistance from both stakeholders and regulators. Shale Water Expo is the premier national event for these important discussions.
CONTACT

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