

The background of the entire page is a dark blue color. Overlaid on this background is a complex, white line-art illustration of industrial machinery. The drawing includes various components such as large gears, shafts, pulleys, and structural frames, rendered in a technical, schematic style. The lines are thin and white, creating a high-contrast effect against the blue background. The machinery appears to be a large-scale industrial system, possibly related to manufacturing or energy production.

AMERICAN**GAS**

2021 MEDIA KIT

American Gas

American Gas is your connection to leaders in the natural gas utility industry. Our readers include CEOs, managers and engineers who are involved in making purchasing decisions for their companies' goods and services, accounting for billions of dollars in purchasing power. Through *American Gas*, you are connecting with hard-to-reach executives as well as those on every part of the pipeline in the natural gas transmission and distribution industry.

American Gas provides readers with news and articles about the people, technology, markets and applications that can help them grow their businesses.

Connect with leaders, decision-makers and purchasing influencers in *American Gas*' digital format.

Advertising Opportunities

AMERICAN GAS READERS ARE INDUSTRY LEADERS

American Gas delivers in-depth articles that tackle industry changes, shares profiles of industry leaders and includes the latest news and updates in the natural gas industry.

AMERICAN GAS WILL BE DELIVERED TO THE INBOXES OF MORE THAN 20,000 KEY INDUSTRY DECISION-MAKERS.

A detailed technical line drawing of industrial machinery, possibly a gas engine or compressor, rendered in white lines on a dark blue background. The drawing is a complex assembly of pipes, valves, and mechanical components, with a grid-like structure visible in the lower right. The image is partially obscured by a diagonal white line that runs from the bottom left towards the top right.

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2021 Editorial Calendar and Ad Close/Art Due Dates

January

Feature:
Innovation In Energy
Ad Close: Nov. 16, 2020
Art Due: Nov. 23, 2020

February

Feature:
Feature: Introducing NARUC's
New President
Ad Close: Dec. 16, 2020
Art Due: Dec. 23, 2020

March

Feature:
Engaging Customer Service
Ad Close: Jan. 26, 2021
Art Due: Feb. 2, 2021

April

Feature:
Operations/Safety:
Case Studies in Reliability
Ad Close: Feb. 25, 2021
Art Due: March 4, 2021

May

Feature:
Financial Focus
Ad Close: March 29, 2021
Art Due: April 5, 2021

June

Feature:
Raising Up Communities
Ad Close: April 27, 2021
Art Due: May 4, 2021

July

Feature:
The Global Market Outlook
Ad Close: May 28, 2021
Art Due: June 7, 2021

August

Feature:
Hydrogen, the new RNG and More
Ad Close: June 28, 2021
Art Due: July 6, 2021

September

Feature:
Operations and Safety:
Best Practices
Ad Close: July 27, 2021
Art Due: Aug. 3, 2021

October

Feature:
Residential Energy and Efficiency
Ad Close: Aug. 25, 2021
Art Due: Sept. 1, 2021

November

Feature:
Infrastructure Expansion
and Replacement
Ad Close: Sept. 23, 2021
Art Due: Sept. 30, 2021

December

Feature:
A Conversation With the
Incoming 2022 AGA Chair
Ad Close: Oct. 15, 2021
Art Due: Oct. 22, 2021

Rates & Specs

American Gas Ad Specs

Position	Specs	1x
Full Page	8.625 x 11.125 inches	\$2,500 per issue
Bottom Banner Pop-up*	728 x 90 pixels	\$1,500 per issue

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American Gas Announcement Email* (Two emails per issue)

Delivered to more than 20,000 inboxes.

Average Open Rate: 16%

Average Click-through Rate: 2.5%

Position	Specs	1x
Top Leaderboard	650 x 90 pixels	\$2,500 per email
Banner Ad #1	650 x 90 pixels	\$2,000 per email
Text Ad #1	60 words	\$2,000 per email
Banner Ad #2	650 x 90 pixels	\$1,500 per email
Text Ad #2	60 words	\$1,500 per email

New for 2021 - Webinar Sponsorships!

Sponsoring an AGA webinar is an opportunity to make your company's name stand out and get recognized. Our sponsorship packages help you build and expand brand awareness through unique and engaging live webinars.

1. Custom Webinar Presentation: \$2,000

- a. Sponsor provides one speaker and content to present a webinar on AGA's platforms
- b. All content, speakers, and themes are vetted through AGA for approval
- c. Sponsor recognition at the start and end of the webinar
- d. Sponsor recognition logo present before and ending the webinar
- e. Promotion on AGA website, enewsletter and social media channels starting 3 weeks out from the start date of the webinar
- f. List of leads from webinar attendees

2. Webinar Sponsorship: \$1,500

- a. Sponsor provides two 30 second promotion to be read during a webinar
- b. Sponsor recognition at the start and end of the webinar
- c. Sponsor recognition logo present before and ending the webinar
- d. Sponsor recognition logo present before and ending the webinar
- e. Sponsor recognition on promotional channels (AGA Website, eNewsletter, and social media)
- f. List of leads from webinar attendees

PAYMENT AND CANCELLATIONS

The advertiser and its agency will be held jointly and severally liable for monies due and payable for ads ordered and published. Cancellations or changes in orders (advertising contact) may not be made by the advertiser or the agency after the closing date. Cancellation of any space reservation by the advertiser or its agency will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency of volume rate.

PUBLISHER'S PROTECTION

The advertiser and its agency assume liability for all content of ads printed, and also assume responsibility for any claims arising there from made against the publisher. Publisher reserves the right to reject any ad. Publisher reserves the right to reject or cancel any ad or space reservation at any time. Publisher shall not be liable for any costs or damages if for any reason the publisher fails to publish an ad, or for errors in key number, reader service number, or ad index.

All advertisements are subject to the approval of the publisher.

Advertiser indemnifies The YGS Group and the American Gas Association (AGA) claims, suits or actions, or losses or other liabilities, including attorneys' fees and costs, arising from or related to the advertising or its publication. The YGS Group assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). The YGS Group is not responsible for errors if a hard copy proof is not submitted with the electronic file.