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**A**

**WHO WE ARE**

The Pennsylvania Independent Oil and Gas Association of Pennsylvania (PIOGA) is the preeminent nonprofit trade association representing Pennsylvania's independent oil and natural gas producers, marketers, service companies and related businesses. PIOGA member companies give and spend the majority of the state's crude oil and natural gas, including the Marcellus Shale.

PIOGA serves as a clearinghouse for our members' awareness of issues impacting their businesses. Through PIOGA communications, newsletters, e-mails and meetings, the industry becomes aware of changes in proposed regulations early enough to have some influence on the government agencies promulgating these changes before they become "hard" in stone. PIOGA staff and committees work with regulators to achieve workable solutions to problems. PIOGA works to inform lawmakers and help develop legislation that is both more meaningful and less onerous for our industry. The association is member driven.

The reason that we succeed are those with which the members are most concerned. Through our committee structure, members have a mechanism to share ideas, concerns and solutions. Working together, we help members accomplish that which they may not be able to achieve alone.

**UPCOMING EVENTS**

**Hart Energy's Marcellus-Utica Midstream Conference & Exhibition**  
January 28 @ 8:00 am - January 30 @ 5:00 pm

**PIOGA WV's Winter Meeting**  
February 4 @ 8:00 am - March 5 @ 5:00 pm

**PIOGA Safety Committee Meeting**  
February 12 @ 10:00 am - 12:00 am

**CURRENT PRICES**

Commodity	Price	Change (1/1)
WTI Crude Oil	97.41	+1.73%

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**B**

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**WRIGHT TOOL**  
Lubrication Solutions

**C**

**Natural Gas Industry Laboratory Testing**

In 2012, operators drilled 2,382 oil and gas wells. Of that total, 1,359 were in "unconventional" shale formations such as the Marcellus, while 1,024 were drilled in traditional "conventional" formations. The most active counties for Marcellus shale drilling were Lycoming (203 wells), Washington (146) and Susquehanna (142) counties, and Warren (130), Hickman (280) and Venango (129) counties for conventional wells. Here's a closer look at the Keystone State's oil and gas production:

- Natural gas.** Producers operate in excess of 55,000 wells to deliver over 2 billion cubic feet (bcf) of gas to the market annually, making Pennsylvania the nation's 10th-largest natural gas-producing state in 2012. Our gas is used to heat homes and businesses, generate electricity, power vehicles ranging from transit buses to ferry cars, and is processed to create a wide variety of consumer products. Additionally, natural gas is being increasingly recognized as a clean-burning fuel. The U.S. Environmental Protection Agency reports that between 2010 and 2012 carbon pollution from power plants declined 10 percent due to the growing use of natural gas.
- Crude oil.** Pennsylvania oil producers operate more than 11,000 wells to produce over 7 million barrels of Pennsylvania Grade crude oil each year. Penn Grade Crude is a superior quality, paraffin-based crude oil that is refined primarily into lubricating base stocks. Lubricants made from Pennsylvania Grade crude oil have been the choice of equipment manufacturers and consumers more than 100 years.
- Coated methane.** Pennsylvania producers are also involved in developing coated methane resources in the state. Coated methane, the natural gas from underground coal seams, is an energy source that makes conventional natural gas in compression and heating value. Coated methane is commonly used as an other natural gas supplier for domestic, commercial and industrial fuel. There are approximately 1,000 coated methane wells in Pennsylvania.

**What is the difference between "conventional" and "unconventional" wells?**

Pennsylvania has diverse an unconventional gas well as a well drilled into a shale formation below the base of the oil sandstone or its geologic equivalent where natural gas cannot be produced by horizontal or vertical well bores except when stimulated by hydraulic fracturing. Essentially, these wells are drilled into a shale that is so dense that the gas trapped inside cannot be released except by cracking the rock by means of hydraulic fracturing.

A traditional, conventional well is usually drilled into a sandstone formation that can range from as shallow as 1,500 feet to as much as 21,000 feet deep. Oil and gas are able to pass through these formations without hydraulic fracturing, but nearly all wells are stimulated through fracturing to improve production. Conventional wells have been drilled vertically, although a few operators are experimenting with horizontal drilling techniques in conventional formations. An estimated 350,000 conventional oil and gas wells have been drilled in Pennsylvania over the years (most of which were plugged and abandoned as their useful lives came to an end), compared to in excess of 6,000 unconventional wells.

Conventional oil and gas wells can be found in parks and on public land, along highways, even in residential neighborhoods. A well pad placed for a conventional oil or natural gas well is smaller than that of a deep well and requires a smaller drilling rig to drill vertically and reach the targeted formation. It typically takes less than two weeks to drill these wells, with a few additional days required to stimulate and complete the well. Since the number of fractures into the rock are fewer than those of a horizontal well, the scope of the well stimulation operation is not as significant and does not require as much equipment or water.

The average conventional gas well in Pennsylvania produces less than 13 thousand cubic feet (mcf) per day, compared against 2,000 mcf for the average unconventional well. A typical oil well yields about one-third to

## A LEADERBOARD 1

This campaign consists of a horizontal leaderboard toward the footer of the homepage. Availability is limited—only 10 offered per year.

Space **728p x 90p**

**\$3,250**

## B SKYSCRAPER

This campaign consists of a vertical skyscraper banner on the left side of all interior pages.

Availability is limited—only 10 offered per year.

Space **160p x 600p**

**\$3,250**

## C BOX AD

This campaign consists of a box ad on the left side of all interior pages on [www.pioga.org](http://www.pioga.org).

Availability is limited—only 10 offered per year.

Space **240P x 240P**

**\$3,250**

## D LEADERBOARD 2

This campaign consists of a horizontal banner at the top of all pages. It is run of site on [www.pioga.org](http://www.pioga.org). Availability is limited—only 10 offered per year.

Space **728p x 90p**

**\$5,000**

## BANNER PACKAGE

This campaign consists of both the leaderboard 1 and skyscraper positions at a reduced rate.

Availability is limited—only 10 offered per year.

**\$7,000**

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT

**972.402.7023**  
**PIOGA@multiview.com**