

# THE OOGM™

MEDIA KIT 2022

[THEOOGM.COM](http://THEOOGM.COM)

NEW MEDIA METHOD:  
EDUCATE, EXCITE, ENGAGE

# SOPHISTICATED MARKETING & SALES SOLUTIONS

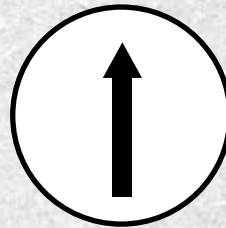
For the  
new digital world!



ELEVATE YOUR  
BRAND



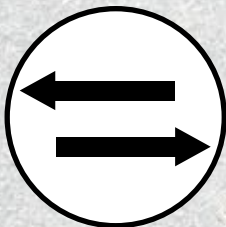
EXPAND & DIVERSIFY  
IN YOUR MARKET



SUPPORT  
SALES & INVESTMENT



WIN  
CONTRACTS



SHIFT PUBLIC  
OPINION



HIRE AND  
ACKNOWLEDGE



ATTRACT  
KEY VENDORS



FORM  
PARTNERSHIPS

NEW MEDIA METHOD:  
EDUCATE, EXCITE, ENGAGE

THE OGM

# EMBRACE A GLOBAL ENERGY NETWORK



Uniting  
business  
around the globe  
to create  
a new-age  
sustainable  
future

OGM CONTENT  
DISTRIBUTION  
HAPPENS ONLINE  
WITH NEW DIGITAL  
SOLUTIONS

CHOOSE AN OPTION  
FOR YOUR STORIES:  
OUR STRATEGIC  
CONTENT  
CAN GARNISH  
OVER 1 MILLION  
IMPRESSIONS  
EACH MONTH WITH  
SYNDICATED

## PRIMARY READERS IN THE OGM NETWORK

Oil & Gas Operators, Suppliers, Major contractors, Companies, Mining Companies, Renewable Energy Companies, Engineering and Procurement Firms, Supply & Service Companies, Finance Companies, Law Offices, Banks and other Lending Institutions, Government Departments, Industry Associations and Organizations. Industry Conferences and Exhibitions, Hospitality Industry & supporting Industries.

## WAYS TO FIND OGM CONTENT

- TheOGM.com - Each story is SEO optimized
- Digital distribution through social media channels. LinkedIn, Twitter, Face Book and other Social Media are an integral part of our communications channels

COMBINED OGM  
PRINT, ONLINE  
& SOCIAL MEDIA  
NETWORK  
200,000 +

# WHERE ARE YOU?

IDENTIFY YOUR BUSINESS PHASE AND CHOOSE YOUR PATH

## STARTUP PHASE

### Brand & Identity

Mission & Vision	\$1999
Company Name	\$1999
Logo Design	\$1999
Sales Materials (4 pages)	\$1999
Brochure Design (double sided 2 pages)	\$1999
Booth Design	\$1999

### BUSINESS COLLATERAL

E-mail Signature Design	\$999
Facebook Page Writing & Design	\$999
LinkedIn Profile Writing & Design	\$1999

### Website

Designed for Lead Generation Standard 10-page Website & Cyber Security (Quotable and approximate)	\$9999
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### Social Media Strategy

on 2 platforms ie Facebook, LinkedIn	\$999
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### Content Development

Publishing your Story	\$2999
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Includes writing, SEO & Lead Generator

Aggregate Your Story (with other publishers locally or globally)	\$1999
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### Visual Experience

Company Videos (Internet quality)	\$1999
HD Production	\$9999
Social Media Training 1/2 day rate	\$999

## GROWTH PHASE

### BUSINESS COLLATERAL

E-mail Signature Design	\$999
Facebook Page Writing & Design	\$999
LinkedIn Profile Writing & Design	\$1999

### Website

Designed for Lead Generation- Standard 10-page Website & Cyber Security (Quotable and approximate)	\$9999
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### Website Expansion

& Cyber Security	Quote
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### Social Media Strategy

Implementation on 2 platforms Facebook, LinkedIn	\$999
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Social Media Ads - 10 for	\$999
Social Media Ads - 1	\$150

Social Media Training 1/2 day rate	\$999
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### Content Development

Publishing your Story Includes writing, SEO & Lead Generator	\$2999
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Aggregate Your Story (with other publishers 1 locally or globally)	\$999
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### Visual Experience

Company videos (Internet quality)	\$1999
HD production	\$9999
Webinars	\$2999
Presentations	\$2999

## SCALE-UP PHASE

### Scaling Strategy

Amazon Web Services	Quote
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### Website Design

Rebuild or update	Quote
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### Website Expansion

& Cyber Security	Quote
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### Social Media

Social Media strategy	\$999
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### Content Development

Publishing your story includes writing, SEO & Lead Generator	\$2999
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Aggregate your story (with other publishers locally or globally)	\$1999
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### Advertising Special

With The OGM Online + Print (12 months Online 2 Full page ads)	\$9999
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### Visual Experience

Company videos (Internet quality)	\$1999
HD vid. production	\$9999
Webinars	\$2999
Presentations	\$2999

### Training

Marketing training	\$999
Social Media training 1/2 day rate	\$999

# U PUBLISH IT - IT IS FREE

Think information sharing, transfer of technology, hiring opportunities, supplier diversity, contracting and continuence, attracting partners and investors, and more! It all happens here.

We have architected a brand new platform for your business to excel. U PUBLISH IT is a self publishing platform for industry to tell their stories. U PUBLISH IT a new solution that fosters collaboration, unity and sharing of information. Yes....it is about time!

So go ahead, try it out. U PUBLISH IT is an interesting new publishing portal for you to tell your original business story in your own unique way. It's easy to upload and your posting is free on TheOGM.com - U PUBLISH IT portal.

NOT CONFIDENT WRITING? That's ok! There are support services standing by waiting to assist you. For a quoted fee we can support your writing, design, SEO, lead generation, back links, video's and so much more. Simply tell us what you need.

## 50 + VERTICALS TO PROFILE YOUR BRAND & ADVERTISING

### WHERE SHOULD YOUR CONTENT & ADVERTISING FIT IN TO THE OGM NETWORK?

#### U PUBLISH IT

Customized Content  
Where you will be sharing your Industry knowledge with others in who have a vested interest in what you have to say

#### OIL + GAS

Aviation  
Exploration & Production  
Human Resources  
Journey to Hebron  
Oil and Gas Law  
Marine & Offshore  
Oil Sands  
Oil & Gas Pipeline  
Industry Safety  
Industry Tech



#### BUSINESS

Business Impact Series  
Finance & Banking  
Global Citizenship  
Leadership  
Processes & Expansion  
Technology & Innovation  
Mergers & Acquisitions  
Professional Development  
Game Changers  
Up and Coming

#### CULTURE

Auto  
Sports  
Fashion & Apparel  
Health & Wellness  
Hotels & Accomodation  
Real Estate  
Culinary Affairs  
Travel  
On Trend  
Tech  
Spirits  
Events

#### NEW ENERGY

Biofuels  
Fusion Technology  
Carbon Capture  
Geothermal Energy  
Hydro Power  
New Energy Innovation  
Hydrogen  
Solar Solutions  
Tidal Energy

#### MINERALS

Aviation  
Exploration & Production  
Human Resources  
Journey to Hebron  
Law  
Marine & Offshore  
Oil Sands  
Pipelines  
Safety  
Tech

## STRATEGIC CONTENT SUPPORT

If you don't have the in-house capabilities to write your stories and elevate them, no problem. Hire our team and rely on us to enhance your content with relavant services. Writing, Editing, Proofing, SEO, and Lead Generation.

Content Development: includes writing, images, SEO & lead generator - \$2,999

Aggregate Story: Publish with other publishers locally or around the globe - add \$1999



# ADVERTISING WITH THE OGM

## DIGITAL EDITION

### DIGITAL EDITION

Full Page	\$5000
Front Cover (Certian terms apply)	\$15,000
Inside Front Cover	\$5,000
Inside Back Cover	\$5,000
Double Page Spread	\$8,000
4 Page Feature Story Spread	\$12,000
4 Page Advertising Spread	\$12000

### ONLINE - THEOGM.com

THEOGM.COM *Per month	Buyout	Rotational
Editorial Buyout	\$10,000	
Department Corner Peel	\$3,500	\$2,500
Department 300 x 600px	\$2,500	\$1,500
Vertical Sponsor 12 Months	\$5,000	
Corner Peel Part of Sponsor	\$5,000	
Vertical Banner 300 x 600px	\$2,000	\$1,000
E-NEWSLETTER *Per week		
Newsletter Top Premium Sponsor	\$2,000	
Newsletter Bottom Banner Sponsor	\$1,000	

### BUNDLE OPTIONS

12 Month BUNDLE - Easy monthly payment

Included in the bundle:

12 Months online with a 300 x 600px ad  
 2 Sponsored content stories  
 6x E-Newsletter bottom sponsor banner **\$1990/month SAVES 50%**

Included in the bundle:  
 1 full page ad in digital magazine  
 12 Months online with a 300 x 600px ad  
 6x E-Newsletter bottom sponsor banner **\$1500/month SAVES 51%**

Included in the bundle:  
 2 Sponsored content stories  
 12 Months online with a 300 x 600px ad **\$950/month SAVES 40%**

NOTE:

\*For any bundles including Video add \$500/month

### CIRCULATION

Web Page  
 10,000 views monthly  
 120,000 views yearly

Social Media  
 .5 Million Views & likes  
 Facebook, LinkedIn, Twitter,  
 Instagram, Pinterest

Newsletter 10,000 +  
 440,000 yearly

1 Digital Edition for 2021

### SPECS

DOUBLE PAGE ADVERT  
 Trim: 16.5"w x 10.75"h

FULL PAGE ADVERT  
 Trim: 8.25"w x 10.75"h

#### THEOGM.COM

Banner ad: 300 x 600px  
 Second banner ad: 300 x 250px  
 Bottom horizontal ad: 728 x 90px  
 Video frame: 728 x 480px  
 Corner Peel artwork: 500 x 500px  
 Sponsorship Corner Peel and Video  
 Buyout are available upon request.

#### E-NEWSLETTER

Top Sponsor Banner: 600 x 120px  
 Bottom Sponsor Banner: 600 x 120px

Artwork for the magazine accepted in  
 high res (300dpi) PDF & JPEG

# WHAT OUR CLIENTS HAVE TO SAY

The OGM has been a useful platform for the promotion of Cougar Helicopters and its services to the Oil and Gas industry for the last 25 years. The magazine has been a great source for industry success stories and trends and continues to be a great foundation in supporting Industry. Cougar is glad to be a partner.

**Hank Williams, Chief Operating Officer  
Cougar Helicopters Inc.  
VIH Aviation Group Company**

"We find that The OGM solutions to be consistently a reflection of the intellect, ingenuity and creativity of the energetic and insightful Team led by Tina Olivero and members of the OGM family.

The articles are a combination of factual information, intelligent commentary, and an invitation to engage. This rare approach to media certainly allows the reader to become emotionally captivated in the issues.

The honesty and clarity which OGM brings to the issues in the various economic sectors, especially in Ocean technology and advancement have allowed us to focus more clearly, and work more diligently toward our goals.

**Gary Corbett - CAO - Town of Holyrood**

"Rounding up students for our CAD training was a real challenge and to be honest, we were getting nowhere after several months of spending huge sums on traditional advertising. In came Tina Olivero from the OGM who completely revamped our marketing approach. It felt a bit like a Gordon Ramsey boot camp but coming out the other side, we began to see real results, the problem flipped to being overwhelmed by responses!

The winning formula Tina developed combined targeted social media with sponsored content. In simple terms, our internal team managed the social media messaging which included a link to an OGM online article with a call to action. The key here was the combined effects of targeted social media messaging reinforced by the OGM article which was effectively a third-party recommendation. Three months on and we're still up there on google with a constant stream of enquiries from around the globe. The world is suddenly much smaller!"

**Gareth Owen - Partner & General Manager,  
Metworth & North Atlantic Technical**

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