



# the negotiator

The Magazine of the Canadian Association of Petroleum Landmen



*the negotiator*

January 2019

*the negotiator*

September 2018

*the negotiator*

November 2018



**BUILD OUR PIPELINE, FOR CANADA'S SAKE!**



**A COMMUNITY OF LANDMEN**



**NOVEMBER BREAKFAST – LNG CANADA COUNCIL LARS OLTHAFFER**

Meet MEET MEET is Born  
 Tenants in Common Rights and Obligations  
 2017 CAPL Property Transfer Procedure



A Community of Mineral Landmen  
 Trending Now  
 Merit Awards and Elections



Why Can't We Be Friends?  
 The 2018 PJA-CAPL Pad Site Sharing Agreement  
 Negotiators Beware



# Media Kit

# What is *The Negotiator*?

Volunteer published, volunteer coordinated, volunteer created

*The Negotiator* is the CAPL's print and digital publication. Distributed monthly to the CAPL's membership, *The Negotiator* is a staple read for landmen and industry professionals in Canada and abroad.

- Connecting professionals, corporations, regulatory bodies, service providers and stakeholders in the energy sector
- Serving as the land professional's main source of information on topics relevant to the dynamic and ever-changing oil and gas landscape
- Engaging a professional, educated, and high-earning segment of the population

Publishing 10 months per year in digital form (January – June, September – December)

Winner of the AAPL's 2011 award for Best Media Communication

## What is the CAPL?

**The Canadian Association of Petroleum Landmen (CAPL): A Not-for-Profit Voluntary Professional Association for landmen in Canada.**

The Canadian Association of Petroleum Landmen (CAPL) is a not-for-profit voluntary professional association for landmen in Canada. Originally founded as the Alberta Landman's Association in 1948, the CAPL has a rich historical connection to the development of Canada's oil and gas resources.

## CAPL's Objectives

To provide and promote activities to enhance the value of the CAPL's membership and promote the role of the landman profession in Canada.

**PROFESSIONALISM. EDUCATION.  
ENGAGEMENT. ETHICAL CONDUCT.  
FELLOWSHIP. COOPERATION.**

- Promote education and training in petroleum land management;
- Engage and provide input in public and government relations;
- Encourage fellowship and cooperation among CAPL members through association-sponsored activities; and
- Establish the highest professional and ethical standards.

## What is a Landman?

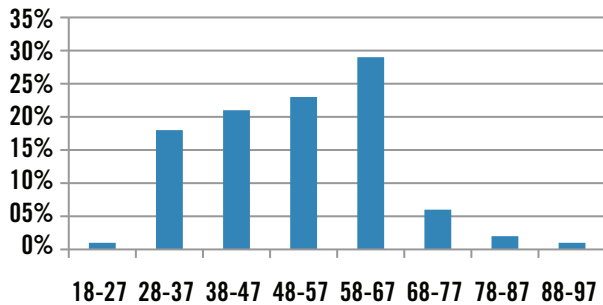
A landman is a business professional with an integral role in the successful exploration and development of oil and gas resources.

Alongside a team of professional engineers, geologists and geophysicists, landmen are directly involved in the acquisition, disposition and management of a company's most important asset – its petroleum and natural gas rights.

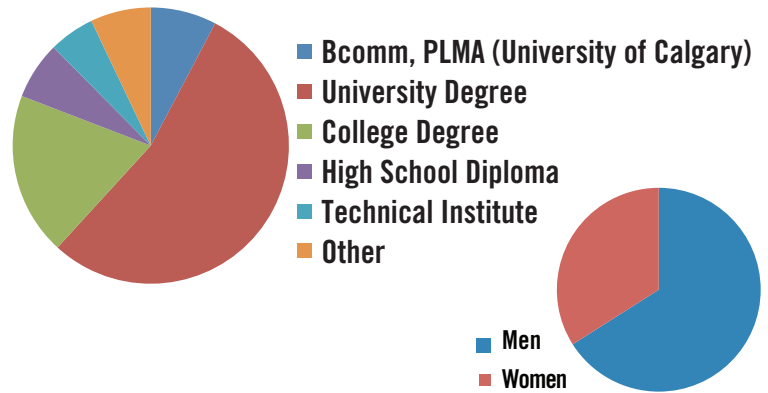
**A landman... NEGOTIATES.  
COLLABORATES. STRATEGIZES.  
FINDS THE WIN-WIN. EXECUTES.**

- Negotiates, builds relationships, and manages differences to facilitate the acquisition, disposition, and exploration for oil and gas resources
- Collaborates with external parties to secure win-win deals that add value to all participants
- Provides strategic insight into community, environmental, and regulatory issues impacting the business decisions of oil and gas companies, landowners, and other stakeholders
- Acts as a key business liaison and company representative in corporate transactions
- Drafts, prepares, reviews, and finalizes binding legal agreements on behalf of parties jointly developing oil and gas properties
- Is an ambassador of Canada's energy resources

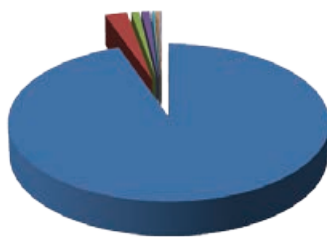
## Readership Age Distribution



## Highly Educated



## Locally based, with broad exposure



- Calgary & area
- Alberta
- SK
- BC
- USA
- ON & QB
- MB
- Dubai
- Australia
- England

*The Negotiator* directly reaches a unique demographic of educated, high-earning, and engaged professionals

- Active CAPL members are surface, mineral, and contracts landmen working in Canada's oil and gas sector
- Associate members hold a variety of roles in the energy sector (lawyers, administrators, regulatory and government positions)
- Student members are enrolled in CAPL-sponsored educational programs at various post-secondary institutions in Canada

Circulated directly to 1700 Full Active Members each month who are:

- High Earners:** Landmen receive an average of \$178,000 annually in total cash compensation
- Educated:** CAPL members are highly educated: 85% hold post-secondary accreditations
- Employable:** 90% of CAPL members are prospective or current industry employees aged 28-67

## How does *The Negotiator* reach its target audience?

*The Negotiator* is emailed directly to 1700 active CAPL members monthly,

Current and historical issues are accessible to the public at no charge on CAPL's website <http://landman.ca/communications/negotiator>.

- Each Issue Accessed by 300-600 unique visitors monthly
- Online Visitors Review Content for 4-6 minutes per session
- Content is read, retained, revisited and cited by CAPL members

# Why Advertise in *The Negotiator*?

- Direct access to a vast readership of 1700 educated professionals actively engaged and employable in Canada's oil and gas sector
- Opportunity to engage proactive and informed individuals regularly accessing *The Negotiator's* printed and electronic issues
- Efficiently reach a wide audience covering all disciplines and professions within land asset management: law, surface, minerals, acquisitions and divestment, technology, contracts
- Opportunity to represent your organization in a well-regarded, professional publication that is well-read and respected by industry professionals
- Contribute meaningfully to a not-for-profit volunteer run organization with a developed reputation in Canada's oil and gas sector

## Advertising Guidelines

### DIGITAL FILES SUBMISSION DEADLINE

The 15th of the month preceding the relevant issue month.

### BOOKING DEADLINE

The 1st of the month preceding issue month

### PRODUCTION INFORMATION

High resolution digital PDF file. Page size: 8.25" x 10.75"

### PUBLICATION SCHEDULE

10 issues annually (January – June, September – December)

## Advertisement Specifications

1. Advertisements must be submitted in **the following digital format (no exceptions)**:
  - i. **High Resolution PDF files**, with all the fonts embedded. Please make sure the PDF is saved for pre-press, 300 dpi.  
  
Please note that this is the only digital format acceptable for advertisement files.
  2. If photos are used in advertisements, **they must be scanned at 300 dpi.**
  3. All advertisements, except full-page advertisements, **must have a defining border on all sides.**
  4. Miscellaneous mechanical requirements:
    - i. For best results, **prepare the advertisement files in either InDesign or Illustrator.**
    - ii. **Do not use LZW Compression** when saving images.
    - iii. **No extra channels in Photoshop files.**
    - iv. **Do not create and save any text in Photoshop**, as this rasterizes the text and it does not print with crisp, clear lines. All text should be vector and either be created in InDesign or Illustrator.
    - v. **Only Postscript Type 1 fonts and OpenType fonts will be accepted.** Please do not use TrueType fonts.
    - vi. Do not prepare any files using Microsoft Word or Powerpoint.
5. **Delivery:** Preferred delivery of file(s) is an e-mail attachment. If the file(s) are over 10Mb, uploading via online file-sharing is available: <http://wikisend.com>. Once you upload your file, you will be provided with a web link where the file can be downloaded. Copy and paste this link and send Folio Creations an email ([rachelh@eastlink.ca](mailto:rachelh@eastlink.ca)) with the link.
6. Additional charges may apply for final artwork, modifications to existing artwork, photography, special typesetting.

### SUBMISSION INFORMATION

All digital files must be submitted to:

Rachel Hershfield

Folio Creations

Phone: 902-367-9312

E-mail: [rachelh@eastlink.ca](mailto:rachelh@eastlink.ca)

# Advertising Space Available

SPACE SIZE (INCHES)		WIDTH	DEPTH
Full Page	Inset	7.25	9.75
	Bleed	8.50	11.125
1/2 Page	Horizontal	7.25	4.75
	Vertical	3.50	9.75
1/4 Page	Island	3.50	4.75
	Horizontal	7.25	2.25



Full Bleed

Full Inset

1/2 Horizontal

1/2 Vertical

1/4 Island

1/4 Horizontal



**2016 CAPL Conference**  
September 18-21, 2016

ST. JOHN'S, NEWFOUNDLAND, THE OLDEST CITY IN NORTH AMERICA WELCOMES CAPL TO THEIR UNIQUE HISTORICAL AND CULTURAL CITY in which is the capital of Newfoundland and Labrador province. The harbor, settled by the British in the 1600s, is richly endowed with scenic views, historic buildings, and a vibrant arts and culture scene. The city is a beautiful mix of historic walking trails and coast towns, one of the most beautiful scenic communities in the world.



Chairman's Update  
After much discussion at the CAPL board level, a survey of potential sponsors and a poll of the membership at large, we are confident that we can present a successful conference this September in St. John's.

Administrative Updates  
The 2016 CAPL Conference Committee is pleased to announce that the theme for the 2016 CAPL Conference is "Historical and Cultural City".

# Advertising Costs\*

SPACE AVAILABLE	PAGES	COST PER ISSUE*	ANNUAL COMMITMENT*
Back Cover	Full Page	\$1,200	\$12,000
Inside Front Cover	Full Page	\$1,150	\$11,500
Inside Back Cover	Full Page	\$1,150	\$11,500
Incorporated Content	Full Page	\$1,000	\$10,000
	1/2 Page	\$525	\$5,250**
	1/4 Page	\$400	\$4,000

\* Prices are in Canadian Dollars and do not include GST  
 \*\* Limited 5-issue commitments also available for 1/2 page advertisements

# Interested in Advertising with *The Negotiator*?

Our advertising team would be happy to speak with you about your marketing needs.

Darcy Cosgrove, Beauman Duncan, Andjela Calic  
 capladvertising@gmail.com • reception@landman.ca