

An Exclusive *World Oil* Map

North American Shale: Break-Even Prices

Published in the September 2019 issue of World Oil

Petroleum Economist has been producing high-quality maps for years. As part of Gulf Energy Information, *Petroleum Economist* will produce maps for readers of *World Oil*.

Over the past decade, use of horizontal drilling with hydraulic fracturing has provided access to large volumes of oil and natural gas that were previously uneconomic to produce from low-permeability shale formations. The U.S. holds significant shale resources, estimated by EIA in late 2014 to total 59 billion bbl of technically recoverable tight oil and 610 Tcf of technically recoverable natural gas. Thus, the U.S. ranks second, globally, in shale oil resources, and fourth in shale gas resources. During the 2006–2014 period, relatively high commodity prices encouraged operators to increase shale development considerably. But in the low-price era since late 2014, producers have scrambled to keep shale play output profitable through cost-cutting, efficiency gains and technical innovation. Hence, the break-even price is of utmost importance in determining whether a shale field remains an active, productive asset.

Content will include:

- Political basemap, color-coded by oil or gas activity
- Major shale play and shale basin break-even price points
- Geographical infrastructure to include state boundaries, major cities, etc.

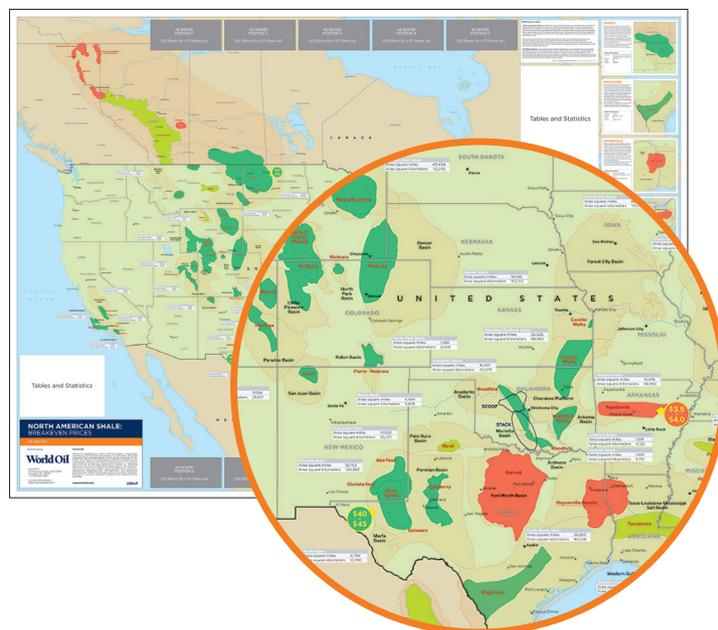
Inset maps of key plays to include:

- Bakken
- Eagle Ford
- Haynesville
- Marcellus
- Niobrara
- Permian
- SCOOP/STACK
- Utica

Insets to include block/parcel ownership by company (where possible), and graphics to highlight the intensity of drilling activity, along with other technical data in the form of an editorial play-profile.

Tables/graphics to include:

- Shale oil and gas reserves, by play
- Shale oil and gas production, by play
- Shale oil and gas reserves, by state
- Shale oil and gas production, by state
- Shale oil and gas reserves, by type
- Shale oil and gas production, by type



Map size:

Approximately 50 in. x 36 in.
(folded down to 8.125 in. x 8.75 in.)

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Bonus distribution:

- SPE ATCE (September 2019)
- ShaleTech: Permian (December 2019)

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- Gross pricing is \$6,000 or \$11,250 per advertisement

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