

2012

print ad guidelines
& ad display sizes

AOGR Print Ad Guidelines

General Specifications

The American Oil & Gas Reporter is printed on a full web offset press and is perfect bound. For all ad sizes, please reference Rate Card #38 or contact your advertising sales representative at 1-800-847-8301.

Full page trim size: 8.25 x 10.875 (8¼" x 10⅞")

Bleed: 0.125 (1/8") is trimmed off all four sides. Set standard trim, bleed and center marks to offset 0.167 (12 pt) so registration marks do not cross into the live image area.

Safety margins: For bleed ads, keep essential material 0.25 (1/4") from the head, foot, face and gutter. Beyond this measurement, any image or type runs the risk of being trimmed in the binding process. Spreads that have crossover type should allow at least a 0.375 (3/8") pullout from the gutter on both pages.

Line screen: 150 lines per inch

Maximum ink density: The total ink density (combination of CMYK percentages) should not exceed 300 percent.

Resolution: Images should be 300 ppi and line art (bitmap) should be 1200 ppi. Please do not use low resolution images (72 ppi) from your website. They do not have sufficient resolution for print quality.

Color: Define all colors as CMYK. Convert all Pantone PMS spot colors to CMYK process colors. Do not save TIFF or EPS files with embedded color management profiles. Please note: RGB-, LAB- and ICC-based colors will be converted to CMYK process colors in prepress.

NOTE: To further maintain color quality control, please convert all company logo colors to the appropriate CMYK ink percentages in the ad PDF prior to sending it to us. Since Pantone now provides a variety of color palettes for converting spot to process color with varying CMYK ink percentages, we can not accept any ad PDF containing PMS spot colors in a company logo.

Color accurate press proofs: The preferred color accurate proofs are Kodak Approvals, Fuji FinalProofs and Polaroid PolaProofs. All proofs must have the Standard GAFT Offset Color Bars/Exposure Scales and should be proofed to SWOP specifications. Color lasers or low-quality ink jet prints are only acceptable for file reference. But they are not acceptable for color guidance because they are not color accurate.

Digital Ad File Specifications

AOGR is produced in a PC format, PDF workflow. The preferred digital file format for print is a high resolution PDF (PDF/X-1a:2001 or PDF made to Acrobat 4 (1.3) compatibility). Files should be press optimized with image resolution at 300 ppi and line art (bitmap) at 1200 ppi. All color needs to be converted to CMYK process unless the advertiser is specifying and purchasing a Pantone PMS match color. All fonts must be embedded. Please include trim crop marks so we know how you want the ad to display on the publication page. Be sure the PDF includes and reveals the bleed. We accept both PC- and Mac-native QuarkXpress, InDesign, Illustrator and Photoshop files, or TIFF and EPS files. When sending native files, include all fonts and linked images.

NOTE: For more information, please visit www.aogr.com. Our Media Center Print Ad Guidelines page has links that provide instructions and resources for producing high resolution PDFs from a variety of desktop programs and for working with accepted native files.

For any questions concerning ad production and submitting materials, please contact Patti Coleman at pcoleman@aogr.com or Nicole Guiliano at nguiliano@aogr.com, or call 1-800-847-8301.

Submitting Digital Files

AOGR accepts files through e-mail, uploads to our FTP server, uploads from the Media Center Advertiser Upload page at www.aogr.com, and on CDs and DVDs. Please include contact information, and indicate company name and the date for publication in the file name. Ad materials are due the 24th (or previous business day) of the month preceding the month of publication.

When sending digital materials online, please follow these instructions:

- When providing a PDF/X-1a high-resolution PDF, send only the PDF.
- When sending native files, send all elements (images, graphics, fonts, etc.) and a low-resolution PDF proof of the advertisement like you expect to see it printed, so we can verify file output.
- Stuff or zip all files into one folder.

E-Mail: Send e-mails with attached PDFs, zipped or stuffed files to Patti Coleman at pcoleman@aogr.com. When utilizing e-mail, file size cannot exceed 10 MB.

The AOGR FTP Site: When uploading files to the FTP site, upload PDFs, zipped or stuffed files only. To ensure privacy and security during uploading, you will not be able to create a folder, or see your files or any other files on the FTP server. After upload is complete, please contact Patti Coleman at 1-800-847-8301 or e-mail pcoleman@aogr.com to confirm she has received the file.

*Upload files to: Hostname: ftp.aogr.com
Username: guest
Password: aogrftp*

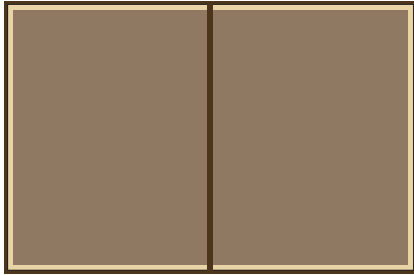
Media Center Advertiser Upload page at www.aogr.com: When uploading files to the Advertiser Upload page, please follow the instructions on the page. You will receive an e-mail when your file has successfully uploaded. If the file is more than 40 MB, please use the *AOGR* FTP site.

CD & DVD media: Label all media with your company name, ad title and publication date. Please note the following options and instructions:

- When providing a PDF/X-1a high-resolution PDF, send only the PDF and a hard-copy proof.
- When sending native files, send all elements (images, graphics, fonts, etc.) and a hard-copy proof of the digital ad file like you expect to see it printed so we can verify file output. Please provide the highest resolution color proof possible at 100% ad size with correct ad dimensions, and indicate any discrepancies between the digital ad file and the hard-copy proof provided.
- Send hard-copy summary of CD/DVD contents (ad files and supporting files), the platform and the program used to create the ad.
- Please pack CDs/DVDs with enough protective cushion so they do not break in transit.

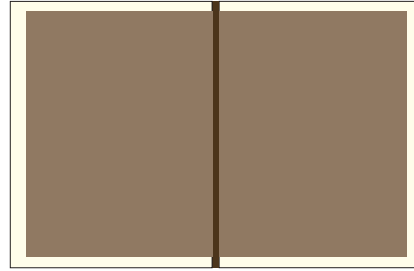
*Please courier CDs/DVDs to: Patti Coleman - 316-788-6271
The American Oil & Gas Reporter
1326 E. 79th Street South
Haysville, KS 67060-2217*

Print Ad Display Sizes



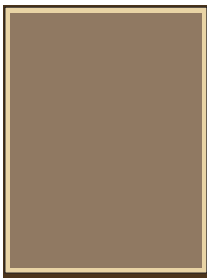
Spread full page bleed

Bleed untrimmed: 16.75 x 11.125 (16 $\frac{3}{4}$ " x 11 $\frac{1}{8}$ ")
 Page trim size: 16.50 x 10.875 (16 $\frac{1}{2}$ " x 10 $\frac{7}{8}$ ")
 Live area: 16 x 10.375 (16" x 10 $\frac{3}{8}$ "), 0.25 ($\frac{1}{4}$ ") in from trim
 NOTE: Image bleeds over gutter, 0.50 ($\frac{1}{2}$ ") of the middle is lost in gutter.



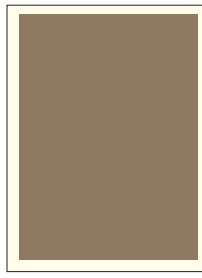
Spread full page non-bleed

Ad size: 15.50 x 10 (15 $\frac{1}{2}$ " x 10")
 NOTE: Image bleeds over gutter, 0.50 ($\frac{1}{2}$ ") of the middle is lost in gutter.



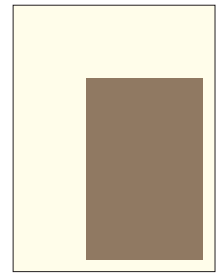
Full page bleed

Bleed untrimmed: 8.50 x 11.125 (8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ ")
 Page trim size: 8.25 x 10.875 (8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ ")
 Live area: 7.75 x 10.375 (7 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "), 0.25 ($\frac{1}{4}$ ") in from trim



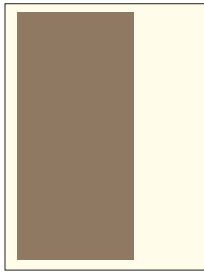
Full page non-bleed

Ad size: 7.25 x 10 (7 $\frac{1}{4}$ " x 10")

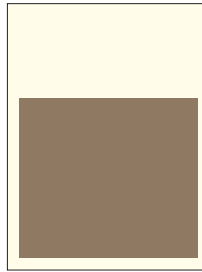


1/2 page island

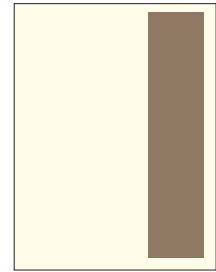
Ad size: 4.75 x 7.375 (4 $\frac{3}{4}$ " x 7 $\frac{3}{8}$ ")



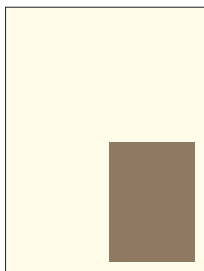
2/3 page non-bleed - vertical
 Ad size: 4.75 x 10 (4 $\frac{3}{4}$ " x 10")



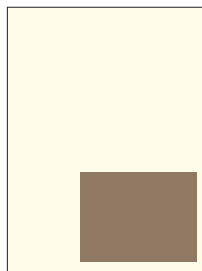
2/3 page non-bleed - horizontal
 Ad size: 7.25 x 6.50 (7 $\frac{1}{4}$ " x 6 $\frac{1}{2}$ ")



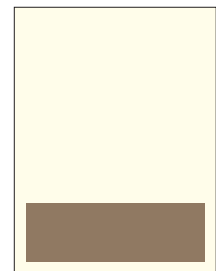
1/3 page non-bleed - vertical
 Ad size: 2.25 x 10 (2 $\frac{1}{4}$ " x 10")



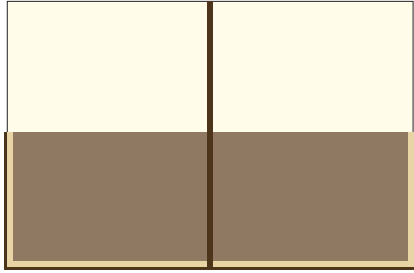
1/4 page non-bleed
 Ad size: 3.50 x 4.875 (3 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ ")



1/4 page non-bleed - rectangle
 Ad size: 4.75 x 3.625 (4 $\frac{3}{4}$ " x 3 $\frac{3}{8}$ ")



1/4 page non-bleed - horizontal
 Ad size: 7.25 x 2.375 (7 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ ")



Spread half page bleed - horizontal

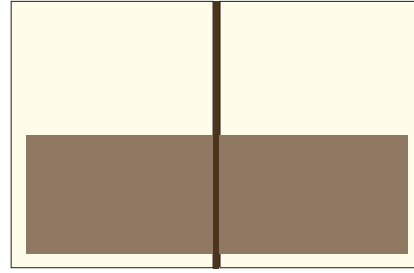
Bleed untrimmed: 16.75 x 5.50 (16³/₄" x 5¹/₂"")

Ad trim size: 16.50 x 5.375 (16¹/₂" x 5³/₈"")

Live area: 16 x 5.125 (16" x 5¹/₈""), 0.25 (1/4") in from trim

NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.

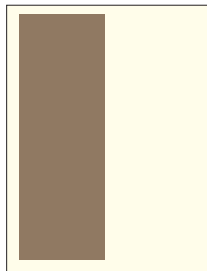
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

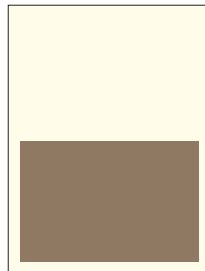
Ad size: 15.50 x 4.875 (15¹/₂" x 4⁷/₈"")

NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.



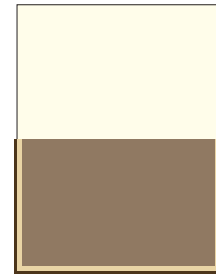
1/2 page non-bleed - vertical

Ad size: 3.50 x 10 (3¹/₂" x 10")



1/2 page non-bleed - horizontal

Ad size: 7.25 x 4.875 (7¹/₄" x 4⁷/₈"")



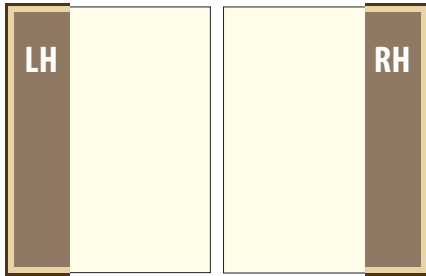
1/2 page bleed - horizontal

Bleed untrimmed: 8.50 x 5.50 (8¹/₂" x 5¹/₂"")

Ad trim size: 8.25 x 5.375 (8¹/₄" x 5³/₈"")

Live area: 7.75 x 5.125 (7³/₄" x 5¹/₈""), 0.25 (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



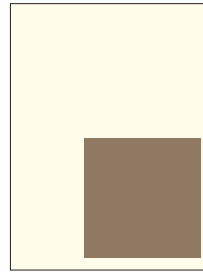
1/3 page bleed - vertical

Bleed untrimmed: 2.875 x 11.125 (2⁷/₈" x 11¹/₈"")

Ad trim size: 2.75 x 10.875 (2³/₄" x 10⁷/₈"")

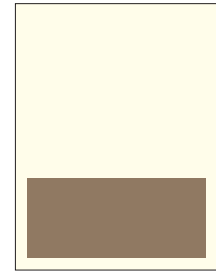
Live area: 2.50 x 10.375 (2¹/₂" x 10³/₈""), 0.25 (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



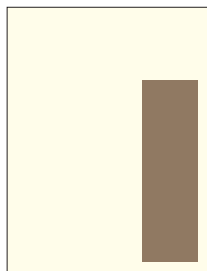
1/3 page non-bleed - square

Ad size: 4.75 x 4.875 (4³/₄" x 4⁷/₈"")



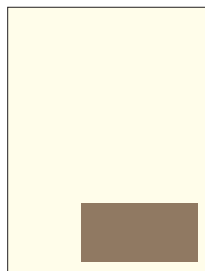
1/3 page non-bleed - horizontal

Ad size: 7.25 x 3.25 (7¹/₄" x 3¹/₄"")



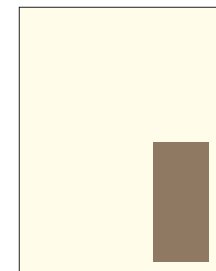
1/4 page non-bleed - vertical

Ad size: 2.25 x 7.375 (2¹/₄" x 7³/₈"")



1/6 page non-bleed - horizontal

Ad size: 4.75 x 2.375 (4³/₄" x 2³/₈"")



1/6 page non-bleed - vertical

Ad size: 2.25 x 4.875 (2¹/₄" x 4⁷/₈"")

THE AMERICAN OIL & GAS
REPORTER®

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