

rate card

Rate Card #38 is issued September 15, 2011, and is in effect for all advertisers.

Agency Discounts

15% discounts on gross billings for space, color, bleed and position charges are available to advertising agencies. Payment is due within 60 days of invoice date. The advertiser and its agency are jointly and severally liable for the payment of invoices for advertising.

Cash Discounts

2% cash discounts are available if paid within 15 days of invoice date. Cash discounts for advertising agencies are also available and figured on net (after agency commission).

Issue and Closing Dates

Advertising space reservation deadline for all orders is the 17th (or previous business day) preceding the month of publication. Advertising materials deadline is the 24th (or previous business day) preceding the month of publication.

Printing and Advertising Materials

Web offset. Maximum line screen 150. Digital ad files: PDF/x-1a is preferred, 300 ppi, CMYK. See Print Ad Guidelines insert or visit the Media Center at www.aogr.com for other options and details, as well as ad file routing options. Please provide a high resolution hard-copy proof when shipping ad files on CD. SWOP-certified Kodak Approvals, Fuji FinalProofs and Polaroid PolaProofs are recommended color-accurate press proofs.

Magazine Specifications

Publication size after trim is 8¼" x 10½"; type page is 7¼" x 10". *AOGR* is perfect bound and produced on 50 lb. gloss body stock with 80 lb. gloss cover stock.

Advertising Sales

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Website: www.aogr.com

Mail

Please send contracts, insertion orders and advertising correspondence, by E-MAIL, FAX OR MAIL to:

The American Oil & Gas Reporter
P. O. Box 343
Derby, KS 67037-0343

Shipping

Please send all advertising materials, including digital files and color proofs by E-MAIL OR FTP, OR EXPRESS COURIER to:

The American Oil & Gas Reporter
1326 E. 79th Street South
Haysville, KS 67060-2217

Mission Statement

The American Oil & Gas Reporter is designed for oil and gas producers and operators, their allied geophysical, drilling and well servicing contractors, and the equipment manufacturing, service and supply firms that serve them. The “Better Business” publication of the exploration, drilling and production industry, *AOGR* is especially tailored for U.S.-based independent oil and gas producers and operators.

Content reflects the interests of top management and operations personnel in the legislative, regulatory and financial market trends and developments that shape the economics of all operations. It also reflects their interests in new technology and its economic implications, as well as overall geophysical, geological, and engineering innovations in the fields of exploration, drilling and production of oil and gas, both as to methodology and equipment.

THE AMERICAN OIL & GAS
REPORTER®

General Advertising Rates

Frequency discounts are based on the total number of space units used within one year from the date of the first insertion. Spreads are counted as two units toward frequency discounts.

Four Color Rates*



	1x	3x	6x	12x	18x	24x	36x
Full	\$5,500	\$5,320	\$5,100	\$4,920	\$4,840	\$4,780	\$4,700
Spread	10,460	10,100	9,660	9,300	9,140	9,020	8,860
1/2 Spread	6,940	6,860	6,740	6,640	6,520	6,480	6,400
1/2 Island	4,000	3,940	3,820	3,800	3,740	3,700	3,660
1/2 Horizontal	3,740	3,700	3,640	3,590	3,530	3,510	3,470

*Includes space plus four color charge

Black & White Rates



	1x	3x	6x	12x	18x	24x	36x
Full	\$3,980	\$3,800	\$3,580	\$3,400	\$3,320	\$3,260	\$3,180
Spread	7,960	7,600	7,160	6,800	6,640	6,520	6,360
2/3	2,880	2,800	2,720	2,640	2,570	2,530	2,500
1/2 Island	2,480	2,420	2,300	2,280	2,220	2,180	2,140
1/2	2,220	2,180	2,120	2,070	2,010	1,990	1,950
1/3	1,540	1,490	1,440	1,390	1,360	1,330	1,290
1/4	1,120	1,100	1,080	1,050	1,020	1,000	980
1/6	780	760	740	720	700	680	660

Color Rates

	Page/Fraction	Spread
Four color process, extra	\$1,520	\$2,500
Black + standard color (per), extra	570	1,100
Black + matched color (per), extra	800	1,500

Standard Colors Available (CMYK)

Please note that CMYK breakdowns are according to Pantone's Color Bridge Coated Color Guide.

PMS 185 (0C-92M-76Y-0K)	PMS 347 (96C-0M-88Y-0K)
PMS 300 (100C-42M-0Y-0K)	Process (0C-0M-100Y-0K)

Matched Colors

PMS Color Bridge number is required for matched color. Metallic and other special inks are available.

Bleed Rates

Per page (or spread).....no charge
 Fractional page, if acceptable\$300
 (see ad sizes chart for page and spread bleed dimensions)

Cover Rates & Special Positions

Inside Front Cover (Cover 2)\$400 extra
 Inside Back Cover (Cover 3) 300 extra
 Back Cover (Cover 4)..... 680 extra
 Other Specified..... 300 extra
 Cover, column and other monthly special positions cannot be canceled.

Inserts

Regular earned space rates for standard inserts plus \$400 handling charge for each insert, plus \$800 tip-in charge when required, plus \$400 back-up when required.

For nonstandard inserts, submit dummy or layout for specifications and special charges. Single page inserts should be shipped flat and measure 8½" x 11½". Maximum paper weight: 80 lb. text.

Classified Advertising

Standard rates do not apply.

Per word, per insertion (min. 25 words, \$50.00)\$2.00

DISPLAY, per column inch, per insertion\$135.00

10% discount on display advertising if three consecutive insertions of the same copy are ordered at one time.

No cash discount allowed on classified.

Closing date for classified advertising is the 24th (or previous business day) preceding the month of publication.

Ad Sizes and Specifications*

Publication size after trim is 8¼" x 10⅞"; type page is 7¼" x 10". Trim is ⅛" on sides, top and bottom of form.

Full Page Bleed (before trim)	8½" x 11⅞"		
Full Page (non-bleed)	7¼" x 10"		
Spread Bleed (before trim)	16¾" x 11⅞"		
Spread (non-bleed)	15½" x 10"		
	1 Column	1½ Column	2 Column
2/3			4¾" x 10"
1/2 I			4¾" x 7⅞"
1/2		3½" x 10"	7¼" x 4⅞"
1/3	2¼" x 10"		4¾" x 4⅞"
1/4	2¼" x 7⅞"	3½" x 4⅞"	4¾" x 3⅞"
1/6	2¼" x 4⅞"		4¾" x 2⅞"

*For more information, please reference the Print Ad Guidelines & Display Ad Sizes insert.