

2012

online advertising

AOGR.COM

The American Oil & Gas Reporter continues to evolve with the times as it leverages its unique communications for its independent producer/operator readers, while expanding its reach to the academic community and students pursuing careers in oil and gas.

A completely redesigned and more robust aogr.com provides exclusive website content, real-time oil and gas prices, and the latest information on rig counts and drilling permits. It also features the print magazine's cover story, a second story selected by the editor, the industry event calendar and fresh "Frac Facts!"

AOGR's exclusive website content includes detailed, high-quality articles and Q&A's like the information readers rely on in the printed magazine. The new content focuses on shales, the latest in oil and gas computing, crucial business developments and game-changing technology.

The website exposes the key independent producers and operators, petroleum engineers, geologist and geophysicists, landmen, drilling and well servicing contractors, service companies and other vital industry players to the right information, in the right media, at the right time.

As a bonus, traffic will be driven to the site as thousands of students and future energy industry personnel converge on aogr.com to log in to the digital version of *AOGR*.

AOGR is offering three ways to build your brand in the digital marketplace: Homepage sponsorships, positions on website exclusive content, and positions on magazine content. Homepage sponsors also receive a run-of-site ad.

Ad positions are monthly and run on a rotation basis. All banner ads are limited to a maximum of three advertisers per position, which ensures that every advertiser reaches its intended audience with significant exposure.

Now the information flows real-time!
Go with the flow in *The American Oil & Gas Reporter* and at *aogr.com*.

AOGR Online Ad Rates

Homepage Sponsorship (Plus a run-of-site ad*)	Exclusive Web Content	Magazine Content (Cover Story, Editor's Choice, Calendar, Frac Facts or Industry Digest)
Banner 1 (300 x 250 pixels) \$3,000	Leaderboard (728 x 90 pixels) \$2,500	Leaderboard (728 x 90 pixels) \$1,500
Banner 2 (300 x 100 pixels) \$2,000	Banner 1 (300 x 250 pixels) \$2,000	Banner 1 (300 x 250 pixels) \$1,200
	Banner 2 (300 x 100 pixels) \$1,500	Banner 2 (300 x 100 pixels) \$750

*Bonus run-of-site ads are Banner 2 and static only.

AOGR Online Ad Specifications

For turnaround times please allow three days for standard ads and five days for animated ads. Please e-mail your online ad to Phil Graves at pgraves@aogr.com and copy Patti Coleman at pcoleman@aogr.com.

Banner 1 – Medium Rectangle
Ad File Formats: All
Size: 300 x 250 pixels
Maximum File Weight: 40K

Banner 2 – 3:1 Rectangle
Size: 300 x 100 pixels
Ad File Formats: .jpg, .gif, or .png
Maximum File Weight: 40K

Banner 3 – Leaderboard
Size: 728 x 90 pixels
Ad File Formats: All
Maximum File Weight: 40K

All Ads

- AOGR is now placing standard banner ads in three sizes. Banner 1 and 3 can be animated/interactive ads. Banner 2 ads are static only.
- We accept the following file types DHTML, Flash™, GIF, HTML, Javascript/jscript, JPEG and PNG.
- Please optimize the file to the smallest size possible without image degradation.
- Please provide a click through hyperlink for each ad. Hyperlinks must take users to the website of the advertiser that purchased the ad space unless the advertiser has provided written permission from another site to link to them with their advertising.

Additional Specifications for Animated/Interactive Ads

- Maximum loops - 3 loops, 24fps
- Animation length - 30 secs.
- Provide an alternate GIF/JPEG/PNG version of the ad for times when the browser doesn't support the ad functionality (i.e. Flash™, HTML5).
- Flash ads Click Tag:
on (release) {if (clickTAG.substr(0,5) == "http:")
{getURL(clickTAG,clickTARGET);}}

THE AMERICAN OIL & GAS
REPORTER[®]

Mailing: P.O. Box 343, Derby KS 67037-0343 • Shipping: 1326 E. 79th Street South, Haysville, KS 67060-2217
Phone: 316-788-6271 • Fax: 316-788-7568 • Toll-Free: 800-847-8301 • e-mail: reporter@aogr.com • www.aogr.com