



April 50th Anniversary Issue



APRIL 50TH ANNIVERSARY ISSUE

In 1958, one in 10 wells hit pay, the risky endeavor could cost upward of \$250,000, and the reward was measured in \$3 crude oil and pennies-per-Mcf natural gas. Fast forward to 2008, and an average well costs \$1.6 million to drill, but success rates have skyrocketed and tight global supply and demand fundamentals have crude going for \$100 a barrel and gas selling at \$9 an Mcf.

You've come a long way, baby!

And so have The American Oil & Gas Reporter and the independent producers and operators it serves. The Reporter was launched in April 1958 as a saddle-stitched magazine serving the Eastern Kansas Oil & Gas Association, representing producers in Southeast Kansas. It still does, along with 28 other state and regional producer/operator associations that represent the U.S.-based independents that account for the vast majority of all domestic upstream activity, and whose exploration, drilling and production operations span the globe.

It is only fitting that the staff of The American Oil & Gas Reporter devote an issue to the man who started the magazine, the men and women in the independent oil and gas companies who are the backbone of the energy industry, all the hard-working technical professionals who find the energy that fuels America, and the service, supply and manufacturing companies that make it all possible.

Both a tribute to the past and a study on the future, The American Oil & Gas Reporter's special 50th Anniversary Issue is designed to be part retrospective, part inspirational and part high-tech, with an editorial package that is as visionary as it is historical. Special guest authors will present panoramic perspectives on what times past may foretell about times to come, and how the thousands of men and women working in the business today are laying the blueprints for tomorrow. And of course, the spotlight shines on the technological innovations taking place across all exploration, drilling and production disciplines, and how those advances are opening new realms of possibilities.

We invite you to be a part of the celebration! Come along as we chart the industry's colorful journey over the past five decades and look ahead to an even brighter tomorrow. After all, this is truly a golden occasion.

Advertising space reservation deadline for the April 50th Anniversary Issue is April 9; materials are due April 11.

Please call 1-800-847-8301 for more information and to reserve your space today!

50 A GOLDEN OPPORTUNITY!