



# 2008 Digital Ad Guidelines

# Digital Ad Guidelines

## The Reporter's General Specifications

The American Oil & Gas Reporter is printed on a full web offset press and perfect bound. For all ad sizes, please reference Rate Card #35 or contact your advertising sales representative at 1-800-847-8301. *Ad materials are due the 15th of the month preceding the month of publication.*

Full page trim size: 8-1/4" x 10-7/8" (8.25" x 10.875")

Bleed: 1/8" (0.125") is trimmed off all four sides. Set standard Trim, Bleed and Center marks to offset 12 pt (0.167") so registration marks don't cross into the live image area.

Safety margins: For bleed ads keep essential material 1/4" (0.25") 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 3/8" (.375") pullout from the gutter on both pages.

Line screen: 150 lines per inch

Maximum ink density: Total area density should not exceed 300%.

Resolution: 300 ppi. Continuous-tone images (photographs) should be scanned to 2400 dpi; line art (bitmap) to 1200 ppi.

Color: Define all colors as CMYK unless the color will print as a spot color on press. Do not save TIFF or EPS files with embedded color management profiles. RGB, LAB, and ICC based colors are not allowed and will be converted to CMYK process colors.

## Digital Ad File Specifications

The Reporter is produced in a PC format, PDF workflow. The preferred digital file is a "Press Ready" high resolution PDF. However, we do accept both PC- and Mac-native QuarkXpress or InDesign files, TIFF and EPS files. Please do not submit files created in Microsoft Excel, Microsoft PowerPoint, Microsoft Word, WordPerfect, or CAD systems. All elements should be in CMYK or grayscale mode unless the ad is using a specific PMS spot color.

*NOTE: For more information please visit The Reporter's Web site, [www.aogr.com](http://www.aogr.com). Our Digital 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.*

## PDF

The most stable "Press Ready" high-resolution PDFs are produced from postscript files distilled with Acrobat Distiller's PDF X-1a Job Option settings or the AOGR Job Option settings specifically created for The Reporter. The AOGR Job Option file for PC or Mac can be downloaded at AOGR's Web site, [www.aogr.com](http://www.aogr.com). **When distilling a PDF, embed all fonts and ensure all images are at least 300 ppi and line art (bitmap) is 1200 ppi.** Be sure the PDF includes and reveals the bleed. **Convert all ICC, RGB, Index, and PMS spot colors to CMYK process** unless a spot color is specified. Indicate your company name and the date for publication in the file name.

## Quark

Set layout dimensions for **full page ads** to *Width 8.25" x Height 10.875"*. Add an extra .125" on all sides that bleed. For **spread ads**, configure layout as two full pages with an extra .125" on all sides that bleed, including the sides that fill the gutter. For **fractional ads**, set dimensions to actual size. **Fractional bleed ads** vary, so please contact your sales representative for correct ad size and bleed settings. Check the *Colors in Use* panel to ensure all colors are set up as CMYK. **Convert any RGB and spot colors to CMYK process** unless specifying a spot color. Use *Collect for Output* to gather all fonts and images in the file. For linked EPS files, be sure to convert all fonts to curves or include fonts with other support files.

*NOTE: Quark's Collect for Output does not collect fonts from linked EPS files.*

## InDesign

On the *New Document* panel, set *Custom Page* size for **full page ads** to *Width 8.25" x Height 10.875"*. Add an extra .125" on all sides that bleed. For **spread ads**, configure layout as two full pages with an extra .125" on all sides that bleed, including the sides that fill the gutter. For **fractional ads**, set dimensions to actual size. **Fractional bleed ads** vary, so please contact your sales representative for correct ad size and bleed settings. Check the colors in use on the *Swatch Panel* to ensure all colors are set up as CMYK. **Convert any RGB and spot colors to CMYK process unless specifying a spot color.** Use *Package* to gather all fonts and images in the file.

*NOTE: Before outputting from InDesign CS2 & CS3, the default setting for Appearance of Black MUST be changed from the default setting. In Preferences change the setting for Printing/Exporting to Output All Blacks Accurately.*

## Illustrator

To ensure bleed is included in the final PDF for **full page bleed ads**, on the *New Document* panel, set *Custom Page* size to *Width 8.5" x Height 11.125"*. This includes the .125" bleed area within the layout boundaries. Remember, live image safety is at .25" from trim, so in Illustrator live image should be .375" from page edge. For **full page nonbleed ads**, set the *New Document* dimensions to *Width 8.25" x Height 10.875"*. For **spread ad** layout please contact Patti Coleman or Nicole Guiliano at 1-800-847-8301. For **fractional ads** set dimensions to actual size. **Fractional bleed ads** vary, so please contact your sales representative for correct ad size and bleed settings. Check the colors in use on the *Swatch Panel* to ensure all colors are set up as CMYK. **Convert any RGB and spot colors to CMYK process unless specifying a spot color.** Make sure all references to a spot color use the same name. Gather all fonts and images linked to the file, or create outlines for fonts and embed all images.

*NOTE: Before outputting from Illustrator CS2 & CS3, the default setting for Appearance of Black MUST be changed from the default setting. In Preferences change the setting for Printing/Exporting to Output All Blacks Accurately.*

## Photoshop:

To ensure bleed is included in final PDF for **full page bleed ads**, on the *New panel*, set *Width: 8.5"; Height 11.125"; Resolution: 300 pixels/inch; Color mode: CMYK, 8 bit*. The layout size includes the bleed area within the layout boundaries. Remember, live image safety is at .25" from trim, so in Photoshop live image should be .375" from page edge. For **full page nonbleed ads**, set the *New panel* dimensions to *Width: 8.25"; Height 10.875"; Resolution: 300 pixels/inch; Color mode: CMYK, 8 bit*. For **spread ad** layout please contact Patti Coleman or Nicole Guiliano at 1-800-847-8301. For **fractional ads** set dimensions to actual size. **Fractional bleed ads** vary, so please contact your sales representative for correct ad size and bleed settings. Do not save file as JPEG, GIF or Pict files, and do not use JPEG or LZW compression. If saving as an EPS file, be sure to include fonts.

## Please consider these tips when working with native files:

- Do not submit JPEG, GIF or Pict files, do not use JPEG or LZW compression.
- All images/scans must be CMYK or grayscale except for specific PMS spot colors, when specified.
- Avoid altering images after placement. Size, crop or rotate live images in their original applications before placing them in layout.
- Thin lines or medium-to-small type (10 pt. or less) should be restricted to two colors. All line widths should be 0.5 pt. or greater.
- Avoid reversing thin fonts, serif fonts, less than 8 pt. type, or rules less than 1 pt.
- Knock-outs (reversed type) should be made with no more than two colors. Small lettering and fine serifs should not be used.
- When creating text with attributes such as bold and italic, use that specific font, not the style menu to assign attributes. Avoid using Multiple Master fonts.

**For any questions concerning ad production and submitting materials, please contact Patti Coleman at [pcoleman@aogr.com](mailto:pcoleman@aogr.com) or Nicole Guiliano at [nguiliano@aogr.com](mailto:nguiliano@aogr.com), or call 1-800-847-8301. Additional information about producing digital ads is provided at [www.aogr.com](http://www.aogr.com).**

## Submitting Digital Files

The Reporter accepts files on CDs and DVDs, through e-mail, and on our FTP server. Please include contact information and indicate company name and the date for publication in the file name. *Ad materials are due the 15th of the month preceding the month of publication.*

## E-Mail or Uploading to AOGR's FTP Site

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 5 MB. 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 see your files or any other files on the FTP server. **When uploading from a PC, you can use the Internet Explorer browser or an FTP utility. When uploading from a Mac, you must use an FTP utility.**

For an Internet Explorer browser (PC only), put the following in the browser's address box:

**URL:** ftp://aogguest:oil282@ftp.bpg.banta.com

To log in, right click on the mouse and select Login as **User:** aogguest **Password:** oil282

Copy and paste PDF, zipped or stuffed file to window.

For an FTP utility, use the following information:

**Hostname:** ftp.bpg.banta.com

**Username:** aogguest

**Password:** oil282

Please note the following instructions:

- When providing a "Press Ready" 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 that we can verify file output. Stuff or zip all files into one folder.
- Once the files are uploaded, please contact Patti Coleman at 1-800-847-8301 or e-mail pcoleman@aogr.com to confirm that she has received the file. Thanks!

## Media

We accept CDs and DVDs. Label all media with your company name, ad title and publication date. Please note the following options and instructions:

- When providing a "Press Ready" high resolution PDF, send only the PDF.
- When sending native files, send all elements—images, graphics, fonts, etc.—and a hard-copy proof of each 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. Thanks!

