

Rate Card

Rate Card #35 is issued September 15, 2007, 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. It is understood that the advertiser and 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

Issued on the Tuesday following the second Monday of each month. Advertising deadline for all orders and materials is the 15th (or previous business day) of the month preceding the month of publication.

Printing and Advertising Materials

Web offset. Maximum line screen 150. Digital ad files: High resolution PDF, PC or Mac QuarkXpress, InDesign, TIFF, and EPS at 300 ppi, CMYK. See Digital Ad Guidelines insert for details. All native digital files should include fonts and any linked graphics. Color proofs must accompany all digital ad files. Please provide a low resolution PDF when sending files via e-mail or FTP, and a high resolution hard-copy proof when shipping ad materials.

Magazine Specifications

Publication size after trim is 8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "; type page is 7 $\frac{1}{4}$ " x 10". The American Oil & Gas Reporter is perfect bound and produced on 50 lb. gloss body stock with 80 lb. gloss cover stock.

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Mail

Please send contracts, insertion orders, and advertising correspondence VIA FAX OR E-MAIL, 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, etc., via FTP or VIA 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, The American Oil & Gas Reporter 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	\$4,800	\$4,620	\$4,440	\$4,300	\$4,220	\$4,160	\$4,100
Spread	9,120	8,760	8,400	8,120	7,960	7,840	7,720
1/2 Spread	6,040	5,940	5,820	5,720	5,640	5,560	5,480
1/2 Island	3,480	3,430	3,380	3,300	3,260	3,220	3,180

Black & White Rates



	1x	3x	6x	12x	18x	24x	36x
Full	\$3,460	\$3,280	\$3,100	\$2,960	\$2,880	\$2,820	\$2,760
Spread	6,920	6,560	6,200	5,920	5,760	5,640	5,520
2/3	2,500	2,440	2,380	2,300	2,240	2,200	2,170
1/2 Island	2,140	2,090	2,040	1,960	1,920	1,880	1,840
1/2	1,920	1,860	1,820	1,760	1,720	1,680	1,640
1/3	1,340	1,300	1,260	1,220	1,180	1,140	1,100
1/4	980	960	940	910	880	860	830
1/6	680	660	640	620	600	580	560

Color Rates

	Page/Fraction	Spread
Four color process, extra	\$1,340	\$2,200
Black + standard color (per), extra	490	930
Black + matched color (per), extra	650	1,200

Standard Colors Available (CMYK)

PMS 1795 (0C-94M-100Y-0K)	PMS 347 (100C-0M-86Y-3K)
Process (100C-10M-0Y-10K)	Process (0C-0M-100Y-0K)

Matched Colors

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

Bleed Rates

Per page (or spread).....no charge
 Fractional page, extra if acceptable\$250
 (see ad sizes chart for page & 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)..... 650 extra
 Others Specified 250 extra
 Cover, column and other monthly special positions are noncancellable.

Inserts

Regular earned space rates for standard inserts plus \$400 handling charge for each insert, plus \$800 tip-in charge when required, and 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 11⅛". Maximum paper weight: 100 lb. text.

Classified Advertising

Standard rates do not apply.

Per word, per insertion (min. 25 words, \$37.50)\$1.50
 DISPLAY, per column inch, per insertion\$100.00

10% discount on display advertising if three consecutive insertions of the same copy are ordered at one time. No cash discount allowed on classified. Regular 15% agency commission is allowed.

Closing date for classified advertising is the 25th of the month 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 11⅛"		
Full Page (non bleed)	7¼" x 10"		
Spread Bleed (before trim)	16¾" x 11⅛"		
Spread (non bleed)	15½" x 10"		
	1 Column	1½ Column	2 Column
⅔			4¾" x 10"
½			7¼" x 6½"
⅓	2¼" x 10"		4¾" x 4⅞"
¼	2¼" x 7⅞"	3½" x 4⅞"	4¾" x 3⅞"
⅙	2¼" x 4⅞"		4¾" x 2⅞"