



DIGITAL AD GUIDELINES & AD DISPLAY SIZES 2010

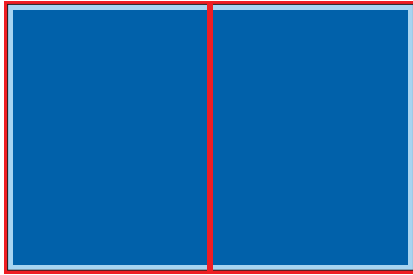
*Ad Sizes and Specifications **

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
2/3			4¾" x 10"
1/2 I			4¾" x 7⅜"
1/2		3½" x 10"	7¼" x 4⅞"
1/3	2¼" x 10"		4¾" x 4⅞"
1/4	2¼" x 7⅜"	3½" x 4⅞"	4¾" x 3⅝"
1/6	2¼" x 4⅞"		4¾" x 2⅝"

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

The Reporter's Display Ad Sizes



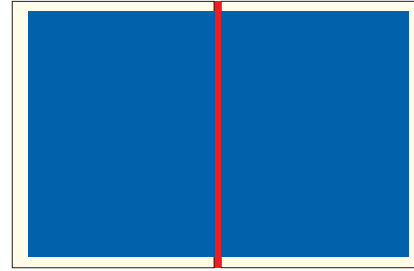
Spread full page bleed

Bleed untrimmed: 16.75" x 11.125" (16³/₄" x 11¹/₈")

Page trim size: 16.50" x 10.875" (16¹/₂" x 10⁷/₈")

Live area: 16" x 10.375" (16" x 10³/₈"), 0.25" (1/4") in from trim

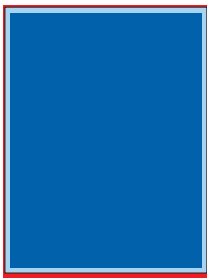
NOTE: Image bleeds over gutter, 0.50" (1/2") of the middle is lost in gutter.



Spread full page non bleed

Ad size: 15.50" x 10" (15¹/₂" x 10")

NOTE: Image bleeds over gutter, 0.50" (1/2") of the middle is lost in gutter.

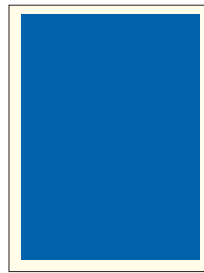


Full page bleed

Bleed untrimmed: 8.50" x 11.125" (8¹/₂" x 11¹/₈")

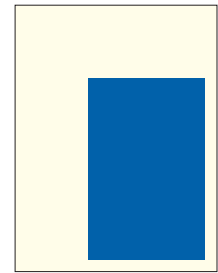
Page trim size: 8.25" x 10.875" (8¹/₄" x 10⁷/₈")

Live area: 7.75" x 10.375" (7³/₄" x 10³/₈"), 0.25" (1/4") in from trim



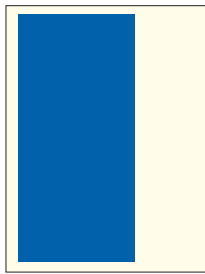
Full page non bleed

Ad size: 7.25" x 10" (7¹/₄" x 10")



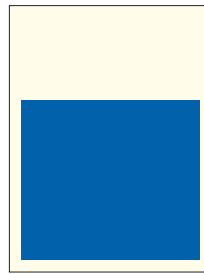
1/2 page island

Ad size: 4.75" x 7.375" (4³/₄" x 7³/₈")



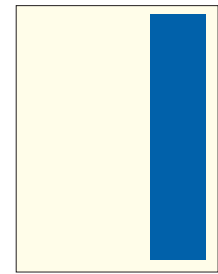
2/3 page non bleed - vertical

Ad size: 4.75" x 10" (4³/₄" x 10")



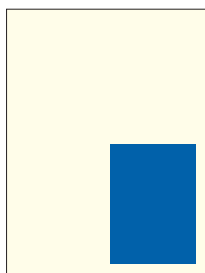
2/3 page non bleed - horizontal

Ad size: 7.25" x 6.50" (7¹/₄" x 6¹/₂")



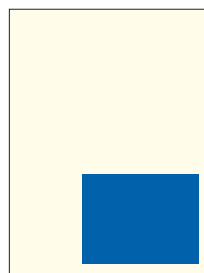
1/3 page non bleed - vertical

Ad size: 2.25" x 10" (2¹/₄" x 10")



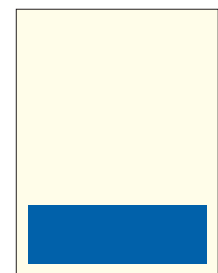
1/4 page non bleed

Ad size: 3.5" x 4.875" (3¹/₂" x 4⁷/₈")



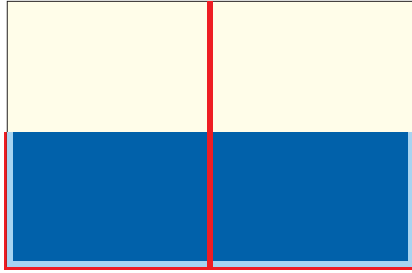
1/4 page non bleed - rectangle

Ad size: 4.75" x 3.625" (4³/₄" x 3⁵/₈")



1/4 page non bleed - horizontal

Ad size: 7.25" x 2.375" (7¹/₄" x 2³/₈")



Spread half page bleed - horizontal

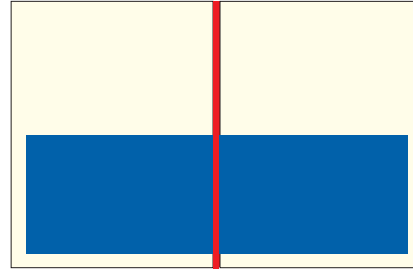
Bleed untrimmed: 16.75" x 5.50" (16³/₄" x 5¹/₂")

Ad trim size: 16.50" x 5.375" (16¹/₂" x 5³/₈")

Live area: 16" x 5.125" (16" x 5¹/₈"), 0.25" (1/4") in from trim

NOTE: Image bleeds over gutter, 0.50" (1/2") of the middle is lost in gutter.

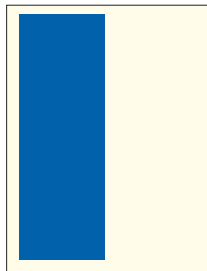
NOTE: Ad bleeds on 3 sides from trim



Spread half page non bleed - horizontal

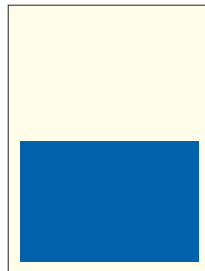
Ad size: 15.50" x 4.875" (15¹/₂" x 4⁷/₈")

NOTE: Image bleeds over gutter, 0.50" (1/2") of the middle is lost in gutter.



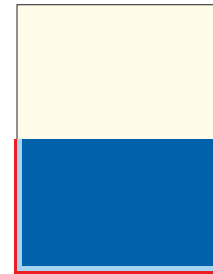
1/2 page non bleed - vertical

Ad size: 3.50" x 10" (3¹/₂" x 10")



1/2 page non bleed - horizontal

Ad size: 7.25" x 4.875" (7¹/₄" x 4⁷/₈")



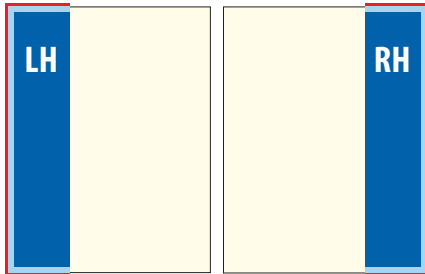
1/2 page bleed - horizontal

Bleed untrimmed: 8.50" x 5.50" (8¹/₂" x 5¹/₂")

Ad trim size: 8.25" x 5.375" (8¹/₄" x 5³/₈")

Live area: 7.75" x 5.125" (7³/₄" x 5¹/₈"), 0.25" (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



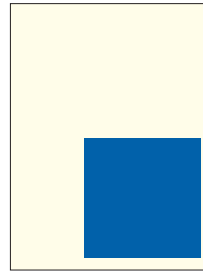
1/3 page bleed - vertical

Bleed untrimmed: 2.875" x 11.125" (2⁷/₈" x 11¹/₈")

Ad trim size: 2.75" x 10.875" (2³/₄" x 10⁷/₈")

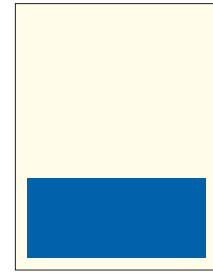
Live area: 2.50" x 10.375" (2¹/₂" x 10³/₈"), 0.25" (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



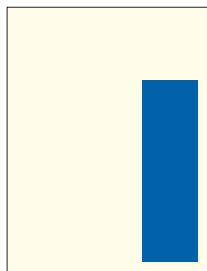
1/3 page non bleed - square

Ad size: 4.75" x 4.875" (4³/₄" x 4⁷/₈")



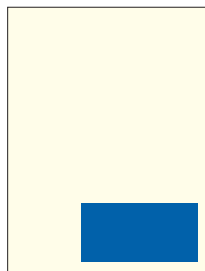
1/3 page non bleed - horizontal

Ad size: 7.25" x 3.25" (7¹/₄" x 3¹/₄")



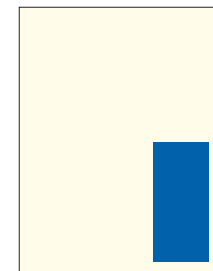
1/4 page non bleed - vertical

Ad size: 2.25" x 7.375" (2¹/₄" x 7³/₈")



1/6 page non bleed - horizontal

Ad size: 4.75" x 2.375" (4³/₄" x 2³/₈")



1/6 page non bleed - vertical

Ad size: 2.25" x 4.875" (2¹/₄" x 4⁷/₈")

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