



DIGITAL AD GUIDELINES & AD DISPLAY SIZES 2010

Digital Ad Guidelines

The Reporter's General Specifications

The American Oil & Gas Reporter is printed on a full web offset press and is perfect bound. For all ad sizes, please reference Rate Card #36 or contact your advertising sales representative at 1-800-847-8301.

Full page trim size: 8¼" x 10⅞" (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" (0.375") pullout from the gutter on both pages.

Line screen: 150 lines per inch

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

Resolution: Images should be 300 ppi and line art (bitmap) should be 1200 ppi. Note: Please do not use low resolution images (72 ppi) from your Web site. They are not acceptable for print production.

Color: Define all colors as CMYK. Convert all Pantone PMS spot colors to CMYK process colors. 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.

Color accurate press proofs: The preferred color accurate proofs are Kodak Approval, Fuji FinalProofs and Polaroid Pola Proofs. All proofs must have the Standard GAFT Offset Color Bars/Exposure Scales and should be proofed to SWOP specifications. Color lasers or low-quality ink jet prints are not acceptable for color guidance.

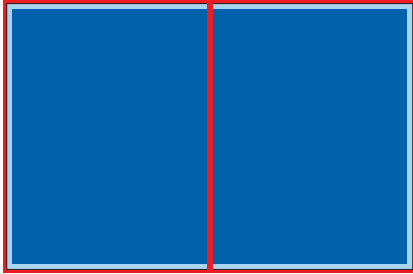
Digital Ad File Specifications

The Reporter is produced in a PC format, PDF workflow. The preferred digital file format is a PDF X-1a high resolution PDF. Files should be press optimized with image resolution at 300 ppi and line art (bitmap) at 1200 ppi; all color needs to be converted to CMYK process unless using a specified Pantone PMS spot color; and all fonts should be embedded. Please include trim crop marks so we know how you want the ad to display on the publication page. Be sure the PDF includes and reveals the bleed. We accept both PC- and Mac-native QuarkXpress, InDesign, Illustrator and Photoshop files, or TIFF and EPS files. When sending native files, include all fonts and linked images.

NOTE: For more information, please visit The Reporter's Web site, www.aogr.com. Our Media Center 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.

For any questions concerning ad production and submitting materials, please contact Patti Coleman at pcoleman@aogr.com or Nicole Guiliano at nguiliano@aogr.com, or call 1-800-847-8301.

The Reporter's Display Ad Sizes



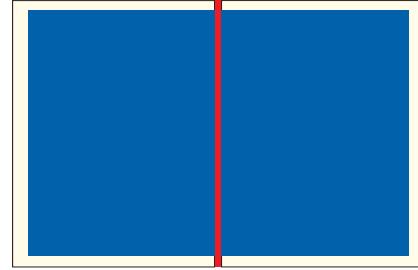
Spread full page bleed

Bleed untrimmed: 16.75" x 11.125" (16 $\frac{3}{4}$ " x 11 $\frac{1}{8}$ ")

Page trim size: 16.50" x 10.875" (16 $\frac{1}{2}$ " x 10 $\frac{7}{8}$ ")

Live area: 16" x 10.375" (16" x 10 $\frac{3}{8}$ "), 0.25" ($\frac{1}{4}$ ") in from trim

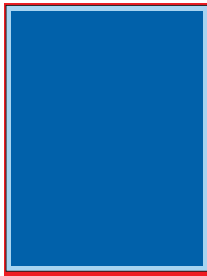
NOTE: Image bleeds over gutter, 0.50" ($\frac{1}{2}$ ") of the middle is lost in gutter.



Spread full page non-bleed

Ad size: 15.50" x 10" (15 $\frac{1}{2}$ " x 10")

NOTE: Image bleeds over gutter, 0.50" ($\frac{1}{2}$ ") of the middle is lost in gutter.

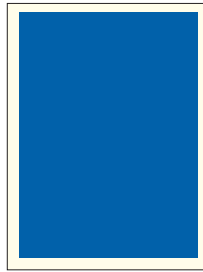


Full page bleed

Bleed untrimmed: 8.50" x 11.125" (8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ ")

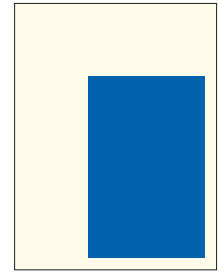
Page trim size: 8.25" x 10.875" (8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ ")

Live area: 7.75" x 10.375" (7 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "), 0.25" ($\frac{1}{4}$ ") in from trim



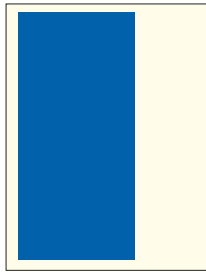
Full page non-bleed

Ad size: 7.25" x 10" (7 $\frac{1}{4}$ " x 10")



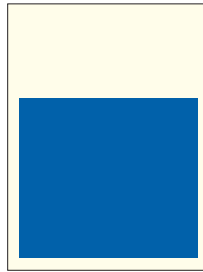
1/2 page island

Ad size: 4.75" x 7.375" (4 $\frac{3}{4}$ " x 7 $\frac{3}{8}$ ")



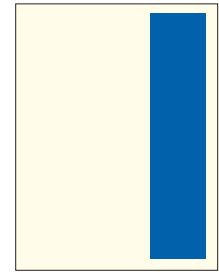
2/3 page non-bleed - vertical

Ad size: 4.75" x 10" (4 $\frac{3}{4}$ " x 10")



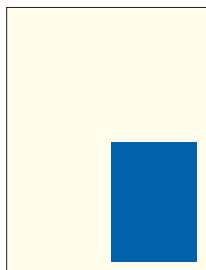
2/3 page non-bleed - horizontal

Ad size: 7.25" x 6.50" (7 $\frac{1}{4}$ " x 6 $\frac{1}{2}$ ")



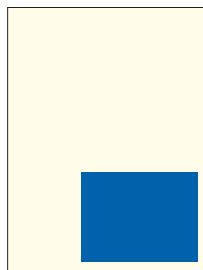
1/3 page non-bleed - vertical

Ad size: 2.25" x 10" (2 $\frac{1}{4}$ " x 10")



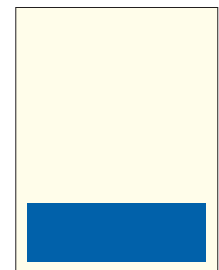
1/4 page non-bleed

Ad size: 3.5" x 4.875" (3 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ ")



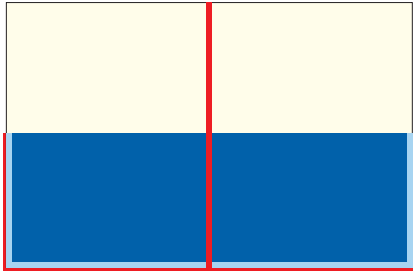
1/4 page non-bleed - rectangle

Ad size: 4.75" x 3.625" (4 $\frac{3}{4}$ " x 3 $\frac{5}{8}$ ")



1/4 page non-bleed - horizontal

Ad size: 7.25" x 2.375" (7 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ ")



Spread half page bleed - horizontal

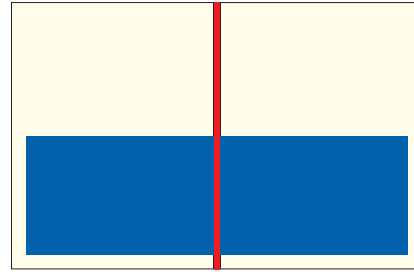
Bleed untrimmed: 16.75" x 5.50" (16³/₄" x 5¹/₂")

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.

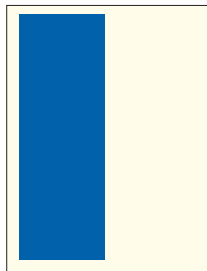
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

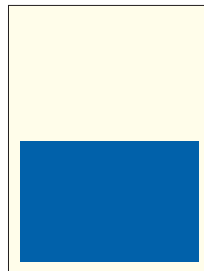
Ad size: 15.50" x 4.875" (15¹/₂" x 4⁷/₈")

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



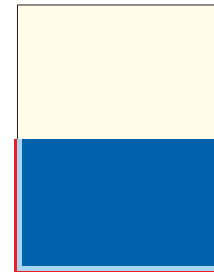
1/2 page non-bleed - vertical

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")



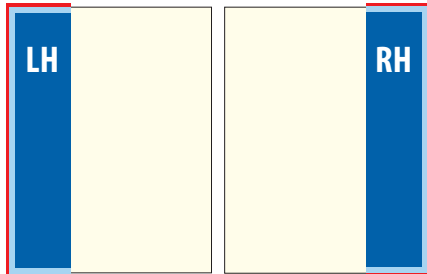
1/2 page bleed - horizontal

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



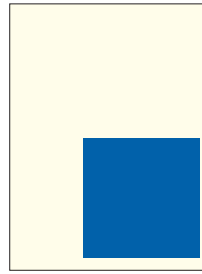
1/3 page bleed - vertical

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")

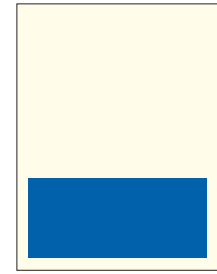
Live area: 2.50" x 10.375" (2¹/₂" x 10³/₈"), 0.25" (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



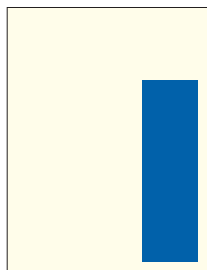
1/3 page non-bleed - square

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



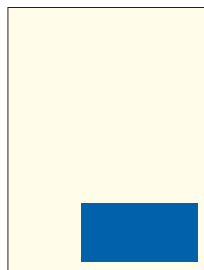
1/3 page non-bleed - horizontal

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



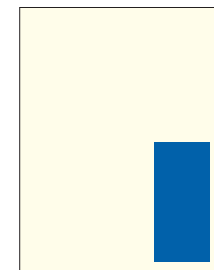
1/4 page non-bleed - vertical

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")

Submitting Digital Files

The Reporter accepts files through e-mail, uploads on our FTP server, uploads from the Media Center Upload Area at www.aogr.com, and on CDs and DVDs. Please include contact information, and indicate company name and the date for publication in the file name. Ad materials are due the 22nd (or previous business day) of the month preceding the month of publication.

When sending digital materials online, please follow these instructions:

- When providing a PDF X-1a 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.

E-Mail: 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 10 MB.

The AOG FTP Site: 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 create a folder, or see your files or any other files on the FTP server. After upload is complete, please contact Patti Coleman at 1-800-847-8301 or e-mail pcoleman@aogr.com to confirm she has received the file.

*Upload files to: Hostname: ftp.aogr.com
Username: guest
Password: aogrftp*

Media Center Upload Area at www.aogr.com: When uploading files to the Media Center Upload Area, please follow the instructions on the page. You will receive an e-mail when your file has successfully uploaded. If the file is more than 40 MB, please use the AOG FTP site.

CD & DVD media: Label all media with your company name, ad title and publication date. Please note the following options and instructions:

- When providing a PDF X-1a high-resolution PDF, send only the PDF and a hard-copy proof.
- When sending native files, send all elements (images, graphics, fonts, etc.) and a hard-copy proof of the 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.

*Please courier CDs/DVDs to: Patti Coleman - 316-788-6271
The American Oil & Gas Reporter
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Haysville, KS 67060-2217*

THE AMERICAN OIL & GAS
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