



# JANUARY TECH TRENDS 2010

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# TRENDS

New play concepts, higher initial flow rates, and getting reservoirs to yield a higher percentage of oil and gas reserves in-place all result from applying advanced science at every step in exploration, drilling and production. Independent producers and operators plan to take technology to a whole new level as the clock chimes in with a brand new decade of opportunities both at home and abroad!

The January 2010 Tech Trends issue of The American Oil & Gas Reporter will raise the bar of editorial excellence, answering the call from the executives and operations managers who control the engines of industry activity for a total information package about what is going on in oil and gas.

It starts with the Survey of Independent Operators, which reveals the 2010 drilling plans as producers align their capital resources and get ready to meet the business and technical challenges at hand. Sage advice from industry analysts in the Outlook 2010 reports help readers assess domestic and global energy supply and demand, while the captains of capital provide insights on why funds that have been parked on the sidelines are once again ready to roll!

What lies ahead? Much of today's blind ambition threatens the very building blocks of industrial growth and high U.S. living standards: the affordable and dependable oil and gas supplies that independent producers find and produce. In response, The Presidential Papers from the executives of the 30 independent oil and gas associations The Reporter serves as Official Publication reveal their strategies for a "better business" environment in the pivotal year ahead.

The launch of a new 2010 AOGR Series—Oil & Gas Shales—and the annual Production Technology reports are designed to dovetail with the Tech Trends 2010 reports. After all, when it comes to optimizing completions and production, it's all about pinpointing multistage completions in the sweet spots to achieve high frac densities in ultratight rock.

The Tech Trends 2010 reports cover the gamut, from what's new in rich-azimuth and multicomponent seismic to extending the reach of horizontal drilling and enabling business intelligence to move at the speed of real-time decision making. And readers will explore the new frontiers of nanotechnology, advanced communications, the evolution of technology for enhanced oil and gas recovery, and the all-important mission of expanding markets for natural gas!

*Advertising space reservation deadline for the January issue is December 15; materials are due December 22. Please call 1-800-847-8301 for a special position in a very special publication today!*

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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