

# Rate Card

Rate Card #36 is reissued September 15, 2009.

## 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

Advertising space reservation deadline for all orders is the 15th (or previous business day) preceding the month of publication. Advertising materials deadline is the 22nd (or previous business day) 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 or visit the Media Center at [www.aogr.com](http://www.aogr.com) for details. All native digital files should include fonts and any linked graphics. 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. Acceptable color-accurate press proofs are: Kodak Approval, Fuji FinalProofs or Polaroid Pola Proofs.

## Magazine Specifications

Publication size after trim is 8¼" x 10½"; type page is 7¼" x 10". The American Oil & Gas Reporter is perfect bound and produced on 50 lb. gloss body stock with 80 lb. gloss cover stock.

## Advertising Sales

Charlie Cookson  
[ccookson@aogr.com](mailto:ccookson@aogr.com)

Bev Brady  
[bbrady@aogr.com](mailto:bbrady@aogr.com)

Phil Graves  
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Karen Holmes  
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## Classifieds

Yvonne Cookson  
[ycookson@aogr.com](mailto:ycookson@aogr.com)

## Production

Nicole Guiliano  
[nguiliano@aogr.com](mailto:nguiliano@aogr.com)

Patti Coleman  
[pcoleman@aogr.com](mailto:pcoleman@aogr.com)

Leah Alvarez  
[lalvarez@aogr.com](mailto:lalvarez@aogr.com)

## Reprints

Nora Mota  
[nmota@aogr.com](mailto:nmota@aogr.com)

**North America Toll-Free:** 800-847-8301  
**International:** 001-316-788-6271

**Phone:** 316-788-6271

**Fax:** 316-788-7568

**E-mail:** [reporter@aogr.com](mailto:reporter@aogr.com)

**Web site:** [www.aogr.com](http://www.aogr.com)

## Mail

Please send contracts, insertion orders and advertising correspondence, by E-MAIL, FAX 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 by E-MAIL OR FTP, OR 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**<sup>®</sup>

## 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	\$5,040	\$4,880	\$4,680	\$4,520	\$4,440	\$4,380	\$4,300
Spread	9,600	9,280	8,880	8,560	8,400	8,280	8,120
1/2 Spread	6,420	6,320	6,200	6,100	6,000	5,940	5,880
1/2 Island	3,650	3,600	3,540	3,480	3,420	3,380	3,340

### Black & White Rates



	1x	3x	6x	12x	18x	24x	36x
Full	\$3,640	\$3,480	\$3,280	\$3,120	\$3,040	\$2,980	\$2,900
Spread	7,280	6,960	6,560	6,240	6,080	5,960	5,800
2/3	2,630	2,570	2,500	2,415	2,350	2,310	2,280
1/2 Island	2,250	2,200	2,140	2,080	2,020	1,980	1,940
1/2	2,050	2,000	1,940	1,890	1,840	1,810	1,780
1/3	1,410	1,370	1,320	1,270	1,240	1,210	1,170
1/4	1,030	1,010	990	960	930	900	865
1/6	710	690	670	650	630	615	600

## Color Rates

	Page/Fraction	Spread
Four color process, extra .....	\$1,400	\$2,320
Black + standard color (per), extra .....	520	970
Black + matched color (per), extra .....	700	1,340

## Standard Colors Available (CMYK)

Please note that CMYK breakdowns are according to Pantone's Color Bridge Coated Color Guide.

PMS 185 (0C-92M-76Y-0K)	PMS 347 (96C-0M-88Y-0K)
PMS 300 (100C-42M-0Y-0K)	Process (0C-0M-100Y-0K)

## Matched Colors

PMS Color Bridge 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 .....\$300  
 (see ad sizes chart for page and 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)..... 680 extra  
 Other Specified..... 300 extra  
 Cover, column and other monthly special positions cannot be canceled.

## Inserts

Regular earned space rates for standard inserts plus \$400 handling charge for each insert, plus \$800 tip-in charge when required, 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 11½". Maximum paper weight: 80 lb. text.

## Classified Advertising

Standard rates do not apply.  
 Per word, per insertion (min. 25 words, \$50.00) .....\$2.00  
 DISPLAY, per column inch, per insertion .....\$125.00  
 10% discount on display advertising if three consecutive insertions of the same copy are ordered at one time. No cash discount allowed on classified.

Closing date for classified advertising is the 22nd (or previous business day) preceding the month of publication.

## Ad Sizes and Specifications\*

Publication size after trim is 8¼" x 10½"; type page is 7¼" x 10". Trim is ¼" on sides, top and bottom of form.

Full Page Bleed (before trim)	8½" x 11½"		
Full Page (non-bleed)	7¼" x 10"		
Spread Bleed (before trim)	16¾" x 11½"		
Spread (non-bleed)	15½" x 10"		
	1 Column	1½ Column	2 Column
2/3			4¾" x 10"
1/2 I			4¾" x 7¾"
1/2		3½" x 10"	7¼" x 4¾"
1/3	2¼" x 10"		4¾" x 4¾"
1/4	2¼" x 7¾"	3½" x 4¾"	4¾" x 3¾"
1/6	2¼" x 4¾"		4¾" x 2¾"

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