



WRITER STYLE GUIDELINES 2010

Writer Style Guidelines

- 1** Begin with a lead that introduces the subject, then move into the discussion of the subject itself. The American Oil & Gas Reporter does not publish scientific paper-style abstracts or conclusions, but rather delivers information in a less esoteric and more feature-style presentation. A feature article may end with a brief summary if it is helpful to reiterate key points, but it is not required.
- 2** Technical articles should focus on what a technology does, rather than on how it works. New technology should be described generically, and trademarked product names used only within specific case histories, if at all. Business/market articles should provide a management level perspective on trends and developments. While The Reporter's readers typically are disciplined in engineering, the geosciences and finance, they are managers and executives interested in the economic implications of new services and methods of doing business, and/or the capabilities of a new technology and how they can use it to improve their companies' performance and profitability.
- 3** Write in the third person. The author of a bylined article may refer to himself as "I" or his company as "we," but should not refer to his audience as "you."
- 4** In most cases, target article length is 1,800-2,000 words. These boundaries are selected for reader comfort, and as such are not hard boundaries. In general, brevity is a blessing, but take whatever space is necessary to treat the subject properly.
- 5** An article in the target range can generally support 3-4 pieces of accompanying color artwork (tables, charts, graphs, photos, illustrations, etc.). Please do not embed artwork in the text. Equations (if absolutely necessary) should be placed in a table and referenced in the text, rather than inserted directly in the text. Please reference artwork in the text as Figure 1, Chart 2, Table 3, etc.
- 6** Do not footnote. We prefer to let the author speak on his own merit as an expert on the subject, but if attribution to other published works is necessary, write it into the text of the article. If third-party input is needed, it is preferable to enlist that person as a co-author in advance, rather than quote him in the article.
- 7** Author's biographical sketches should be 3-5 sentences long, pointing out positions, experience and training relevant to the subject of the article that establish the author's authority and credibility. Always begin with the author's current title/position. Original color prints (no black-and-white) are acceptable for author bio photos. Digital photographs must be a minimum of 2-by-3 inches at 300 ppi. Note: Many digital cameras lack publication-quality resolution. A 4- to 5-megapixel (minimum) camera is required, with the photo quality set as high as possible to achieve 300 ppi resolution. The higher the resolution, the better the print quality!
- 8** Submit stories in PC-compatible format.
- 9** Artwork may be a photo, slide or digital file (please reference the following AOGRE Editorial Artwork Guidelines). Send text and graphic files separately. Please do not embed artwork in a text file.

The Deadline for Editorial Submissions and Press Releases Is
The First Business Day of the Month Preceding the Month of Publication

Editorial Artwork Guidelines

- 1** The Reporter is produced in a PC format, PDF workflow. We prefer PC format QuarkXpress, TIFF or EPS files, but can work with files created in InDesign, Photoshop, Illustrator, PageMaker, Microsoft Office Excel, Word and PowerPoint, and with high-resolution PDF files.
- 2** When providing a PDF, do not have any security added (password), and do not lock the file.
- 3** All inset artwork files (photos, graphs, charts, etc.) must be saved with a resolution of 300 ppi at a minimum of 6 inches by corresponding depth. Please note that computer-screen captures and Internet images generally are only 72 ppi, and are not sufficient quality for print.
- 4** All artwork should be converted to grayscale or CMYK. RGB-, LAB- and ICC-based colors are not allowed, and should be converted to CMYK process colors.
- 5** NOTE: The Reporter always is interested in high-quality field photography for covers and/or lead article layouts. For highest quality reproduction, cover/lead layout field photography files should be submitted at minimum dimensions of 9-by-12 inches at 300 ppi for vertical orientation and 17-by-12 inches at 300 ppi for horizontal orientation.
- 6** When sending CDs and DVDs, label all media with your company name, contact information, and a reference to the article and month of publication. When sending native files, send all elements (images, graphics, fonts, etc.) and a hard-copy proof of each piece of artwork like you expect to see it printed so we can verify file output. Send hard-copy summary of CD/DVD contents, the platform and the program used to create the artwork. Please pack CDs/DVDs with enough protective cushion so they do not break in transit.
- 7** Please send e-mails with attached PDFs, zipped or stuffed files to Leah Alvarez at lalvarez@aogr.com. When utilizing e-mail, file size cannot exceed 10 MB.
- 8** 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 Leah Alvarez at 1-800-847-8301 or e-mail lalvarez@aogr.com to confirm she has received the file.

Uploading files to the FTP Site:

Hostname: <ftp.aogr.com>

Username: [guest](#)

Password: [aogrftp](#)

Uploading files on www.aogr.com at the Media Center Upload Area:

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 uploaded successfully. (If the file is over 40 MB, please use the AOGF FTP site).

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