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World’s Fastest-Growing Crude Oil Producer.

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AOGR Is Where Successful Firms Focused On Exploration, Drilling, Completions and Production Fly Their Flag!

www.aogr.com
U.S.-based independent oil and gas producers and operators are ingenious when it comes to deploying new products and services. As a group, they have changed the world by innovating around technology and leveraging their peers’ field success stories in kingpin unconventional resource plays, as well as mainstay conventional oil and gas fields.

When dealt a hand of lower commodity prices designed to force them off the global exploration, drilling and production stage, they reinvented their operations. With innovative financial backing, The American Oil & Gas Reporter’s readers rolled out state-of-the-art technology and showed the world their mettle like never before.

They honed geology and geophysics, took pad drilling and completion techniques to the stratosphere, and adopted powerful new data analytical tools. AOGR’s readers continue these trends, while combining production automation with artificial lift and enhanced recovery technologies to speed real-time decision-making, increase total recovery rates and boost overall field economics.

The beat goes on. The 2018 schedule of issues represents a treasure trove of information to help America’s independents improve their business performance as the ongoing recovery gains momentum. The domestic oil and gas industry continues to demonstrate to the world why it always will be the favorite of capital markets, and why it stands alone as the pacesetter in both pioneering and adopting world-class technology and the latest innovations.

There are a few high-profile favorites to help industry authors and media planners get early traction on their 2018 marketing schedules. They include the January 60th Anniversary “Outlook 2018 and Tech Trends issue;” the April 60th Anniversary “2020 Vision” special edition; the July “New Products/Technology” issue; and the two October publications, including the October “Natural Gas Markets” issue and the separate “2018 Official Program Guide for the Permian Basin International Oil Show.”

Every issue presents award-winning journalism about crucial topics and strategic operations. That’s why AOGR is the place to help you plan for a brighter tomorrow.
### 2018 AOGGR Schedule of Issues

#### JANUARY

**SPECIAL REPORTS**
- Industry Outlook 2018
- Tech Trends: Game-Changers
- Crude Oil & LNG Exports: Market Changers
- Production Technology & Equipment

**THE 2018 SERIES**
- Unconventional Reservoirs, Part 1
  - Extended-Length Architectures: Optimizing Reservoir Access

**OFFICIAL CONVENTION NEWS**
- IOGAWV – West Virginia

**OTHER SCHEDULED EVENT DISTRIBUTION**
- NAPE Summit
- NAPE International
- SPE Hydraulic Fracturing Conference

Reservation Deadline: December 8
Advertising Files Due: December 13

#### FEBRUARY

**SPECIAL REPORTS**
- EOR and IOR: Increasing Ultimate Recoveries
- Water Recycling & Storage
- Multiphase Production Optimization
- Gulf Of Mexico

**THE 2018 SERIES**
- Unconventional Reservoirs, Part 2
  - Completion Engineering: Maximizing Well Deliverability

**OFFICIAL CONVENTION NEWS**
- LOGA – Louisiana
- OOGA – Ohio
- IOGA – Illinois

**OTHER SCHEDULED EVENT DISTRIBUTION**
- SPE Improved Oil Recovery Conference
- IADC/SPE Drilling Conference

Reservation Deadline: January 12
Advertising Files Due: January 17

#### MARCH

**SPECIAL REPORTS**
- Gas Treating & Processing
- Midstream & Infrastructure Developments
- CNG, LNG: Wellsite Power Generation
- Permian Basin Powerhouse

**THE 2018 SERIES**
- Unconventional Reservoirs, Part 3
  - Pad Operations: Redefining Production Efficiency

**OFFICIAL CONVENTION NEWS**
- PIOGA – Pennsylvania
- TIPRO – Texas
- KIOGA – Kansas

**DIRECTORY SUPPLEMENT**
- Annual State Regulators Directory

**OTHER SCHEDULED EVENT DISTRIBUTION**
- SPE/ICoTA
- GCA Expo & Conference
- Southwest Energy Institute

Reservation Deadline: February 9
Advertising Files Due: February 14

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*The Official Convention News indicates the acronyms and geographic areas of the 29 oil and gas producer/operator associations The American Oil & Gas Reporter serves as Official Publication.*

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### 2018 AOGR Schedule of Issues

**Q2**

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**THE 2018 SERIES**

- Global Operations Update, Part 1
- Licensing Rounds: International Opportunities

**OFFICIAL CONVENTION NEWS**

- Texas Alliance – Texas
- TOGA – Tennessee

**PROGRAM SUPPLEMENT**

- Independents’ Guide: Offshore Technology Conference (OTC)

**OTHER SCHEDULED EVENT DISTRIBUTION**

- Offshore Technology Conference (OTC)
- Multiphase Pump Users Roundtable

- Reservation Deadline: March 9
- Advertising Files Due: March 14

#### MAY

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<th>SPECIAL REPORTS</th>
<th>THE 2018 SERIES</th>
<th>OFFICIAL CONVENTION NEWS</th>
<th>OTHER SCHEDULED EVENT DISTRIBUTION</th>
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<td>Gas Compression Technology</td>
<td>Global Operations Update, Part 2</td>
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**THE 2018 SERIES**

- Global Operations Update, Part 2
- U.S. Independents: International Success Stories

**OFFICIAL CONVENTION NEWS**

- OIPA – Oklahoma
- CIPA – California
- KOGA – Kentucky

**OTHER SCHEDULED EVENT DISTRIBUTION**

- IPAA Midyear Meeting
- Platts/Bentek Symposium

- Reservation Deadline: April 13
- Advertising Files Due: April 18

#### JUNE

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**THE 2018 SERIES**

- Global Operations Update, Part 3
- Shale Revolution: International Plays

**OFFICIAL CONVENTION NEWS**

- VOGA – Virginia

**OTHER SCHEDULED EVENT DISTRIBUTION**

- AESC Summer Meeting

- Reservation Deadline: May 11
- Advertising Files Due: May 16

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**In addition to distribution at the conventions, AOGR is distributed at all industry business conferences as well as the annual and special interest technical society events that provide publication distribution areas. Please consult your sales representative for additional distribution updates.**
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## 2018 AOGR Schedule of Issues

### OCTOBER

**SPECIAL REPORTS**
- Oil Field Chemistry
- Drilling Fluids Technology
- Natural Gas Strategies
- Exploration, Drilling & Production: Eagle Ford

**THE 2018 SERIES**
- A&D and Startups, Part 1
  - *Independent Producers & Operators*

**OFFICIAL CONVENTION NEWS**
- IOGA NY – New York
- OIPA – Oklahoma
- PIOGA – Pennsylvania
- PBPA – Texas Permian Basin

**OTHER SCHEDULED EVENT DISTRIBUTION**
- IPAA Annual Meeting

**RESERVATION DEADLINE**
- October 12

**ADVERTISING FILES DUE**
- October 17

### NOVEMBER

**SPECIAL REPORTS**
- Computing & Data Analytics
- Real-Time Operations & Logistics
- Conventional Oil & Gas Assets
- Exploration, Drilling & Production: The Northeast

**THE 2018 SERIES**
- A&D and Startups, Part 2
  - *Service & Supply Companies*

**OTHER SCHEDULED EVENT DISTRIBUTION**
- NAPE Rockies

**RESERVATION DEADLINE**
- November 9

**ADVERTISING FILES DUE**
- November 14

### DECEMBER

**SPECIAL REPORTS**
- Well Stimulation & Completion Technology
- Natural Gas White Papers
- U.S. Exports Update: LNG
- Insurance Update

**THE 2018 SERIES**
- A&D and Startups, Part 3
  - *2019 Market Preview*

**OTHER SCHEDULED EVENT DISTRIBUTION**
- AESC Winter Meeting

**RESERVATION DEADLINE**
- December 10

**ADVERTISING FILES DUE**
- December 17

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**OFFICIAL PROGRAM GUIDE**

- Permian Basin International Oil Show (PBIOS)
  - (Published separately)

**RESERVATION DEADLINE**
- September 14

**ADVERTISING FILES DUE**
- September 19

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- Editorial submissions (complete with graphics and author biographies), as well as press releases, are due the first of the month preceding the month of publication.
- Advertising space reservation deadline is the second Friday of the month preceding the month of publication; ad files are due the following Wednesday.
- The American Oil & Gas Reporter magazine is mailed the second Friday of the month. AOGR’s e-edition posts the following Wednesday, along with website exclusives. Oil and natural gas cash and futures prices are updated every 11 minutes.
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
(Includes space + four color charge)

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Color Rates

Four color process, extra............................................ $1,600...........$2,600
Black + standard color (per), extra................................. 720..................1,200
Black + matched color (per), extra.................................. 1,040..............1,980

Ad Sizes and Specifications
Publication size after trim is 8¼" x 10¾”; type page is 7¾” x 10”. Trim is ⅛” on sides, top and bottom of form. Following pages indicate corresponding ad sizes in decimals.

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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 $600 handling charge for each insert, plus $1,000 tip-in charge 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 11⅝”. Maximum paper weight: 80 lb. text.

Classified Advertising
Standard rates do not apply.
Per word, per insertion (min. 25 words, $75.00)..............$3.00
DISPLAY, per column inch, per insertion .......................$140.00
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 24th (or previous business day) preceding the month of publication.

Bleed Rates
Per page (or spread)............no charge
Fractional page, if acceptable........$300

Standard Colors Available (CMYK)
Please note that CMYK breakdowns are according to Pantone’s Color Bridge Plus Series Coated Color Guide.

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Matched Colors
PMS Color Bridge Plus Series Coated number is required for match color.
Metallic and other special inks are available.
Agency Discount
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. The advertiser and its agency are jointly and severally liable for the payment of invoices for advertising.

Cash Discount
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).

Integrated Print & Online Discounts
Online advertising placements count toward print advertising frequency discounts. For example, a monthly (12x) print schedule combined with a monthly online banner ad at www.aogr.com earns the 24x print ad rate. Please reference the Online Advertising Rates & Guidelines page for more information about online advertising opportunities.

Issue and Closing Dates
Advertising space reservation deadline is the 2nd Friday of the month preceding the month of publication; ad files are due the following Wednesday. Online ads can be placed at any time. Reference the Online Advertising Rates & Guidelines page for more information.

Printing and Advertising Materials
Web offset. Maximum line screen 150. Full page ad bleed (ad image area required), is 8½" x 11½" with ⅛" trim on all sides. Publication size after trim, hence full page bleed ad size after trim, is 8⅛" x 10⅛". Digital Ad Files: Resolution for all images should be 300 ppi and line art (bitmap) should be 1,200 ppi. Define all colors as CMYK process. A PDF file is preferred. Total ink density (combination of CMYK percentages) must not exceed 300 percent.

Magazine Specifications
Publication size after trim is 8⅛" x 10⅛"; type page and non-bleed ad size is 7½" x 10". AOGGR is perfect bound and produced on 50 lb. gloss body stock with 80 lb. gloss cover stock.
Ad Rates

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<td>Tower: $2,500</td>
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</tr>
<tr>
<td></td>
<td>Banner 1: $2,000</td>
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<tr>
<td>*Note: All Homepage Sponsorships receive a bonus, run-of-site, Banner 1.</td>
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<tr>
<td>Includes the following:</td>
<td></td>
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<tr>
<td>U. S. Rig Count</td>
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<tr>
<td>Exclusive Story 1</td>
<td></td>
<td></td>
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<tr>
<td>Exclusive Story 2</td>
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<tr>
<td>Exclusive Story Archives</td>
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<td>Includes the following:</td>
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<tr>
<td>Calendar</td>
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<tr>
<td>Cover Story</td>
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<tr>
<td>Cover Story Archives</td>
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<tr>
<td>Editor’s Choice</td>
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<td>Editor’s Choice Archives</td>
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<tr>
<td>Sneak Peek</td>
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<td>Sneak Peek Archives</td>
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<td>Frac Facts</td>
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<tr>
<td>Industry Digest</td>
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</table>

Online Ad Guidelines

» When producing online ads for AOGR, please follow the sizes and guidelines listed in the table to the right.

» Optimize all files to the smallest possible size without image degradation. Both Adobe Photoshop and Illustrator provide export options for saving optimized online ad files. These settings are quite useful for reducing file weight and maintaining image and type resolution.

» Please provide a click-through hyperlink for each ad. The link must take users to the website of the advertiser that purchases the ad space. Advertisers may link to another site if the advertiser provides written permission from the landing page owner.

» AOGR welcomes video ad links. Please provide your static or animated ad with the hyperlink to the video hosting site.

» Posting time is 24 hours for standard ads and three days for animated ads. Please e-mail your online ad to Leah Alvarez with a copy to Tim Castillo.

Integrated Online and Print Discounts

All online advertising placements can be applied to print advertising frequency discounts. For example, a monthly online banner ad schedule integrated with a 12x print advertising schedule earns the 24x print frequency discount.

Print Advertising

For rates, sizes and placement for AOGR print ads go to the AOGR Website page Print Advertising Guidelines.
AOGR follows the guidelines and best practices outlined by the Interactive Advertising Bureau (IAB). All online advertising rates are a flat monthly charge and each ad has a 33.3% SOV.

### Online Banner Ads Specifications

<table>
<thead>
<tr>
<th>Ad</th>
<th>Dimensions</th>
<th>Max. File Weight</th>
<th>Max. Animation Length</th>
<th>Max. Loops</th>
<th>Max. Animation Frame Rate</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>75kB</td>
<td>15s</td>
<td>3</td>
<td>24 fps</td>
<td>PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript</td>
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<tr>
<td>Tower</td>
<td>300 x 600 pixels</td>
<td>250kB</td>
<td>15s</td>
<td>3</td>
<td>24 fps</td>
<td>PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript</td>
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<td>Banner 1</td>
<td>300 x 250 pixels</td>
<td>150kB</td>
<td>15s</td>
<td>3</td>
<td>24 fps</td>
<td>PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript</td>
</tr>
</tbody>
</table>

### Questions?

Call 1-800-847-8301

For information and special online position availability, call or e-mail Tim Castillo. For production information, contact Leah Alvarez or Amanda DeMoss.

**Tim Castillo**  
Vice President  
Business Development

**Leah Alvarez**  
Production Graphics  
Director

**Amanda DeMoss**  
Production Manager