

Print Ad Guidelines

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 #41](#) or contact your principle AOGRE representative at 1-800-847-8301.

All 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 the advertiser is specifying and purchasing a Pantone® PMS Match ink spot color. All fonts must be embedded. For bleed ads, please include trim crop marks so we know how you want the ad to display on the publication page (crop marks aren't necessary for non-bleed fractional ads).

Digital File Specifications

Full page trim size: **8.25 x 10.875 in.**

Bleed: **8.50 x 11.125 in.** (0.125 in. is trimmed off all four sides.)

Resolution: Images should be **300 ppi** and line art (bitmap) should be **1200 ppi**.

Safety margins: For bleed ads, keep essential material **0.25 in.** from the head, foot, face and gutter. Spreads that have crossover type should allow at least a **0.375 in.** pullout from the gutter trim on both pages.

Maximum ink density: The total ink density should not exceed **300%**.

Line screen: **150** lines per inch.

Preferred File Format: **PDF**

In addition, we accept both PC- and Mac-native InDesign, Illustrator, Photoshop and QuarkXpress files, and TIFF and EPS files. When sending native files, include all fonts and linked images.

Define all colors as CMYK

Convert all RGB and Pantone PMS spot colors to **CMYK process**.

To maintain color quality, please convert all PMS Match, Spot, RGB or Lab colors to CMYK process in the native application or as far upstream as possible.



If producing ads with black and a single color, please reference [Rate Card #41](#) for the approved Match Colors (AOGRE red, green, blue or process yellow). Note: Specific Pantone PMS Match ink spot colors are available for an additional charge. For more information, call Nora Mota Magill at 1-800-847-8301.

Questions? Call 1-800-847-8301 or click on a name below to contact us via e-mail.

[Nora Mota Magill](#)
Corporate Communications

[Amanda DeMoss](#)
Production Manager

[Leah Alvarez](#)
Production Graphics Director

Digital File Routing Options

When sending digital materials online, please follow these instructions:

- When providing a 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 we can verify file output.
- Stuff or zip all files into one folder.

E-mail: All e-mail file sizes cannot exceed 40 MB. Send e-mails with attached PDFs or zipped files to [Nora Mota Magill](#), with a copy to the principle sales contact, [Charlie Cookson](#), [Tim Castillo](#) or [Bev Brady](#).

AOGR.com upload area: When uploading files to the Advertiser Upload page, please follow the instructions on the page. You will receive an e-mail when your file has successfully uploaded.
Advertiser Upload page: www.aogr.com/media-center/advertiser-upload

FTP.AOGR.com: When uploading files to the FTP site, upload only PDFs or zipped files. 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.

For Username and Password information, contact [Leah Alvarez](#), or call 1-800-847-8301.

CD & DVD media: Label all media with your company name, ad title and publication date. Please pack CDs/DVDs with enough protective cushion so they do not break in transit. Courier package to:

Nora Mota Magill (316-788-6271)
The American Oil & Gas Reporter
1326 E. 79th Street South
Haysville, KS 67060-2217

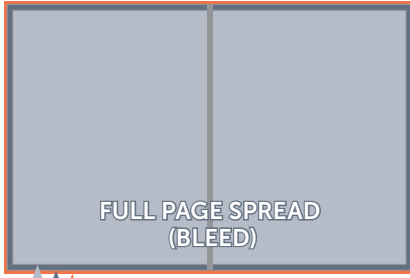
WWW.AOGR.COM

The AOGR Digital Magazine: We provide an additional opportunity for the readers to view and interact with your advertisement. When we post the issue online, any e-mail or web address displayed in the ad goes live. Please make sure the linked web pages are live prior to submitting your ad.

Online Advertising: For rates, sizes and placement for AOGR online ads, please visit the [Media Center](#) at www.aogr.com.

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.

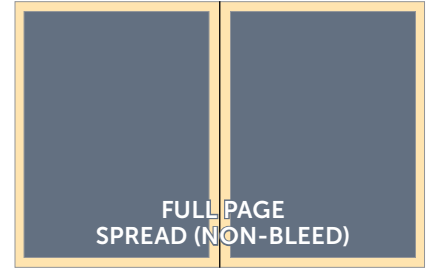
Print Ad Sizes



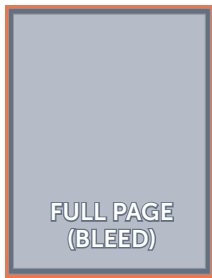
Bleed: 17 x 11.125
 Trim: 16.50 x 10.875
 Live: 16 x 10.375*

For full page and fractional bleed ads, please keep any live elements at least 0.25 inch in from the trim.

*During the binding process, full page or fractional spread bleed ads lose 0.25 inch of each page to the gutter. Please keep any live material at least 0.375 inch in from the gutter trim.



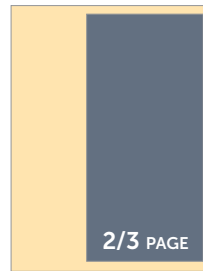
Live Area (per page):
 7.25 x 10



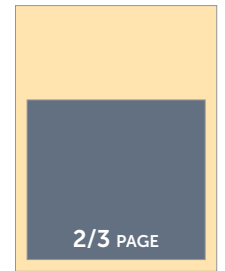
Bleed: 8.50 x 11.125
 Trim: 8.25 x 10.875
 Live: 7.75 x 10.375



Ad Size:
 7.25 x 10



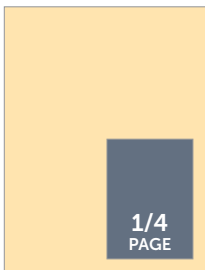
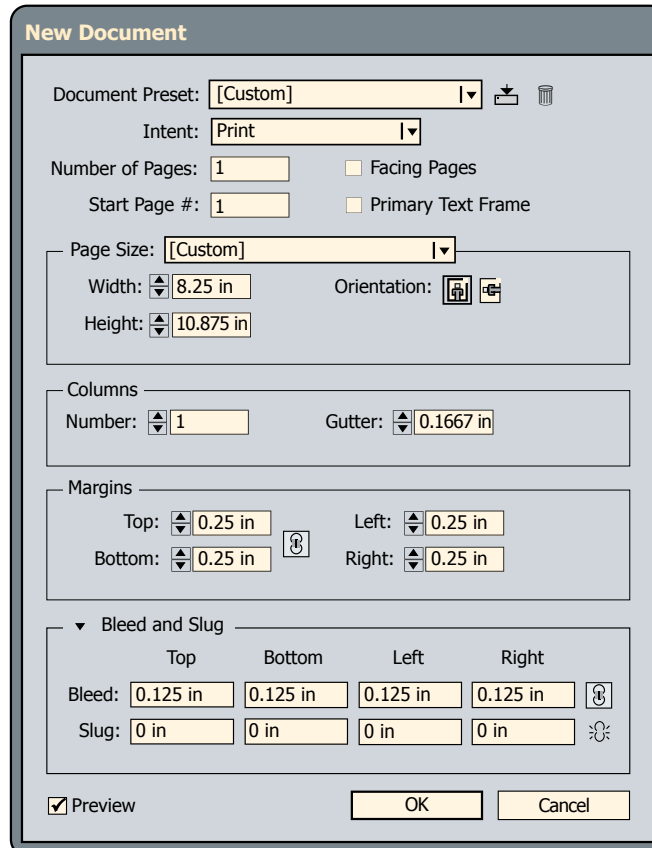
2 Column Ad Size:
 4.75 x 10



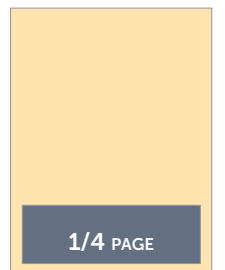
3 Column Ad Size:
 7.25 x 6.50

Adobe InDesign CC

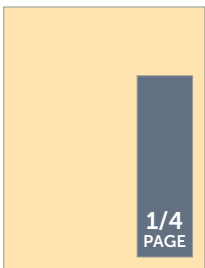
Completed panel for an AOGR full page bleed ad.



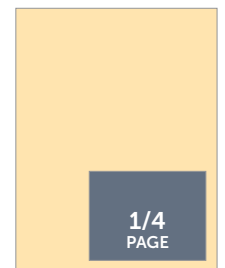
1.5 Column Ad Size:
 3.50 x 4.875



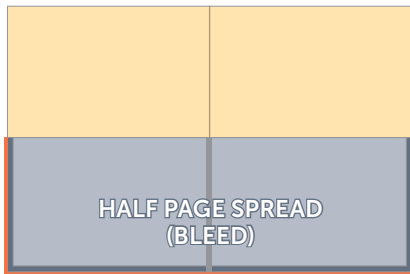
3 Column Ad Size:
 7.25 x 2.375



1 Column Ad Size:
 2.25 x 7.375

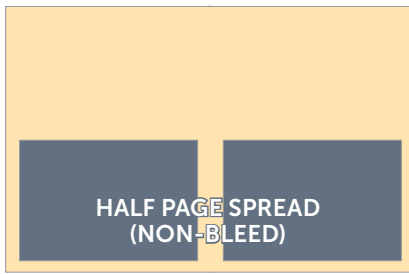


2 Column Ad Size:
 4.75 x 3.625



Bleed: 17 x 5.50
 Trim: 16.50 x 5.375
 Live: 16 x 5.125*

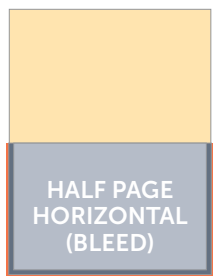
Ad bleeds on 3 sides



Ad Size (per page):
 7.25 x 4.875

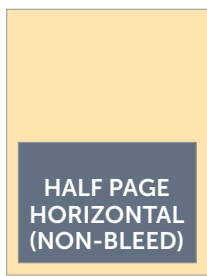


Ad Size:
 4.75 x 7.375

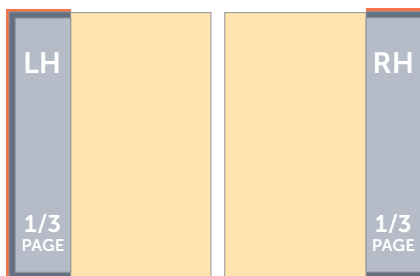


Bleed: 8.50 x 5.50
 Trim: 8.25 x 5.375
 Live: 7.75 x 5.125

Ad bleeds on 3 sides

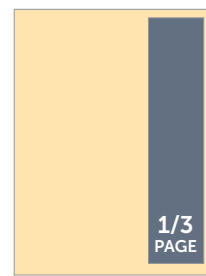


3 Column Ad Size:
 7.25 x 4.875



Bleed: 2.875 x 11.125
 Trim: 2.75 x 10.875
 Live: 2.50 x 10.375

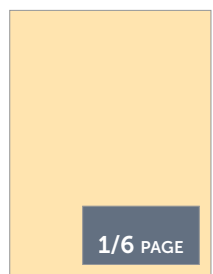
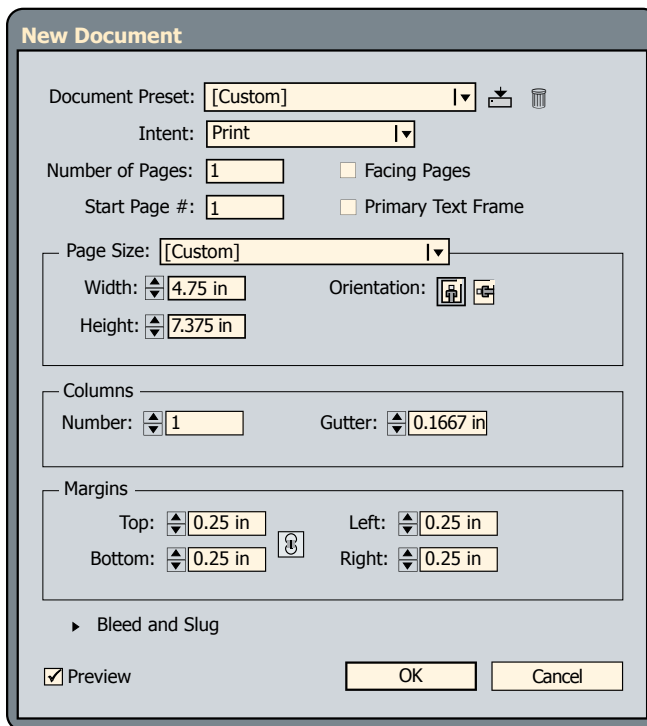
Ad bleeds on 3 sides



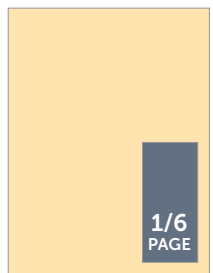
1 Column Ad Size:
 2.25 x 10

Adobe InDesign CC

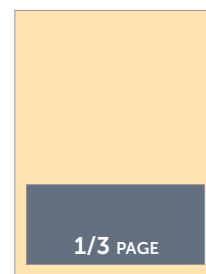
Completed panel for an AOG half page island ad.



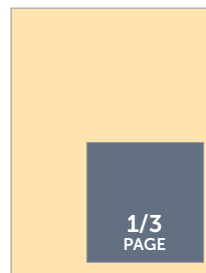
2 Column Ad Size:
 4.75 x 2.375



1 Column Ad Size:
 2.25 x 4.875



3 Column Ad Size:
 7.25 x 3.25



2 Column Ad Size:
 4.75 x 4.875