

# Editorial Style Guidelines

**1** 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. Consequently, authors should begin with a lead that introduces the subject, then move into discussing the subject itself. Technology-related articles should include case study data from field applications. Whenever possible, the oil and gas company operator of the case study project should be included as a bylined co-author.

Article topics that do not lend themselves to the case study approach, including subject matter such as business, finance and markets, should provide a management-level perspective on pertinent trends and developments.

**2** AOGR readers include executives and managers of independent producer/operator companies, as well as technical and operations personnel. They typically are disciplined in the fields of geology, geophysics and petroleum engineering, as well as business and finance. AOGR's content provides readers with information on both the technical capabilities and economic implications of advanced technologies, and how they can be deployed to improve business performance. Therefore, technical articles should focus on what a technology does and its bottom-line benefits, preferably using case studies to demonstrate solutions to exploration, drilling, completion and production challenges.

**3** Technology must be described generically, without mentioning product, service or trademark names. By virtue of authorship, the readers understand that a technology discussed in an article is the property of the company affiliated with the bylined author.

**4** Articles should be written in the present tense, and 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."

**5** Article target length generally is 1,800-2,000 words. This length is selected for reader comfort, and as such is not a hard boundary. In general, brevity is a blessing, but write as much as is necessary to treat the subject properly. Please note: If the word count of the completed manuscript exceeds 3,000 words, please contact AOGR Senior Technology Editor Tim Beims at 785-243-7194.

**6** An article meeting AOGR's target length requirements can support no more than one piece of artwork (tables, charts, graphs, photos, illustrations, etc.) per 500 words of text, equating to a maximum total of four to five pieces of artwork. Please do not embed artwork in the text or e-mail. Equations should be placed in a table and referenced in the text, rather than inserted directly into the text. Please reference artwork as Figure 1, Table 1, etc. See item No. 3 on the next page regarding artwork resolution.

**7** AOGR does not publish footnotes or endnotes. Guest authors address AOGR readers as experts in their respective fields. If attribution to published works is absolutely necessary, please write it into the text of the article.

**8** Guest-authored articles should have no more than four bylined authors. Begin the author's biography with current title/position, followed by 3-4 sentences describing previous positions, relevant experience and formal education. Original color (no black-and-white) headshots are preferred for author bio photos. Digital photographs must be a minimum of 300 ppi at 4-by-6 inches. For a more professional appearance, we strongly request studio-quality, "coat and tie" headshots.

The deadline for editorial submissions and press releases is the first business day of the month preceding the month of publication.

Questions?  
Contact Senior Technology Editor Tim Beims at 1-785-243-7194, or Senior Managing Editor Del Torkelson at 1-800-847-8301.

# Editorial Artwork Guidelines

**1** The American Oil & Gas Reporter is produced in a PDF workflow. We prefer .tif or .eps files, but can work with files created in Photoshop, InDesign, Illustrator, Microsoft Office Excel, Word and PowerPoint, and high-resolution PDF files.

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**2** When providing artwork in a PDF, please disable all document security (“locked”) features.

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**3** All digital artwork files (photos, graphs, charts, etc.) must be saved with a resolution of 300 ppi at a minimum of 6 inches width by corresponding depth. Please note that computer-screen captures and Internet images generally are only 72 ppi, and do not have sufficient resolution for print.

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**4** All artwork should be converted to CMYK or grayscale. If necessary, we will convert all RGB-, LAB- and ICC-based colors in editorial submissions to CMYK process colors so they are compatible with print requirements.

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**5** When sending bylined articles by e-mail, please forward all accompanying materials:

- The article manuscript and author biographical sketches as a Microsoft Word document
  - High-resolution graphics or figures (300 ppi in CMYK, .tif or .jpg format); and
  - Studio-quality author headshots (coat and tie preferred at 300 ppi in CMYK, .tif or .jpg format).
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**6** Please send e-mails with attached PDFs, zipped or stuffed files to Leah Alvarez. When utilizing e-mail, file size cannot exceed 40 MB. For larger attachments, please use the FTP instructions on the “Editorial Upload” page at [www.aogr.com/media-center/editorial-upload](http://www.aogr.com/media-center/editorial-upload). For username and password information, please email Leah Alvarez or call 1-800-847-8301.

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AOGR is always 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.

Questions?  
Call 1-800-847-8301

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