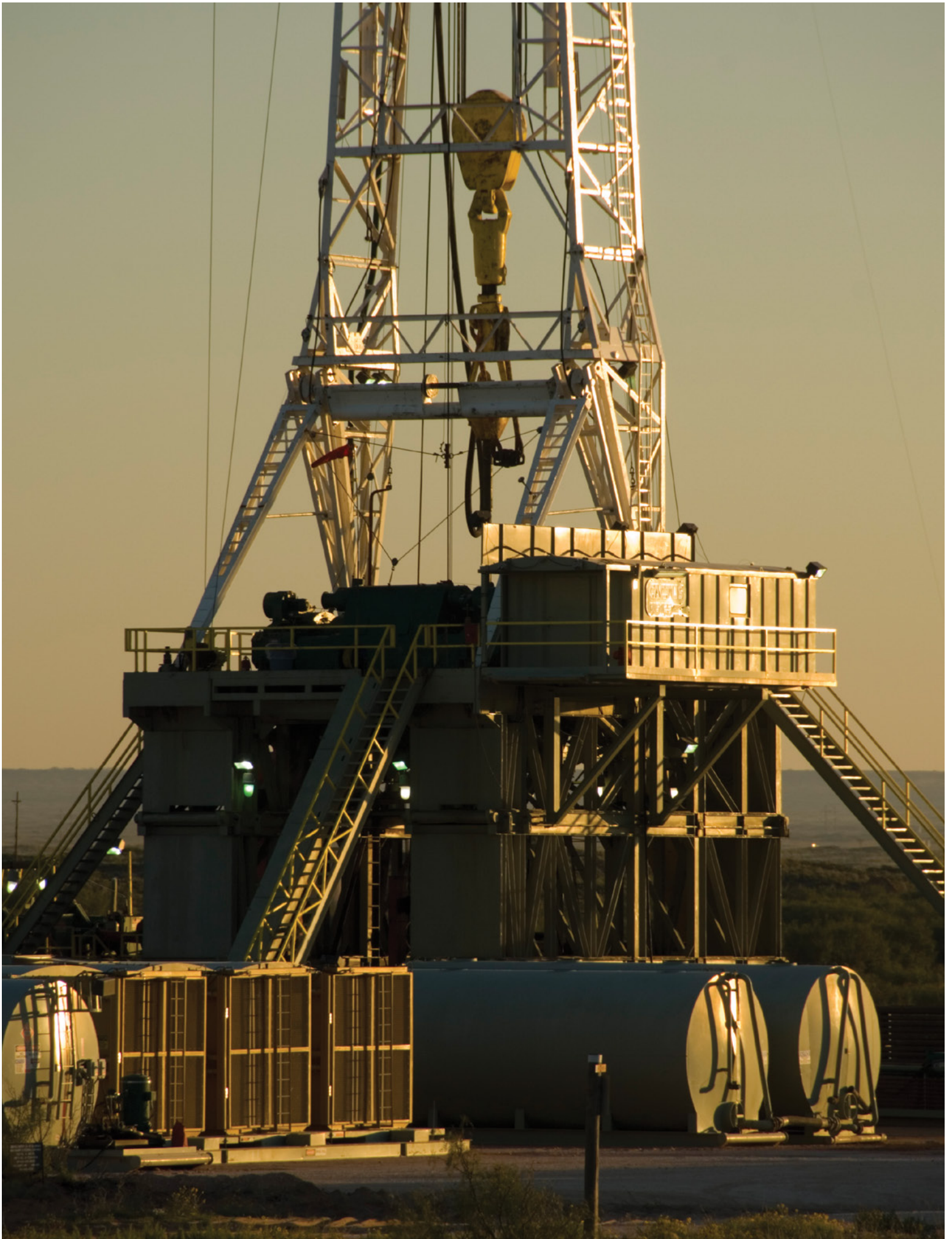


# 2019 AGR MEDIA BRIEF

*Trusted.*

THE AMERICAN OIL & GAS  
**REPORTER**<sup>®</sup>  
[www.aogr.com](http://www.aogr.com)



*The World's Leading  
Oil & Natural Gas Producer.*

*America* *The World's Largest  
Energy Consumer.*

*And the Fastest-Growing  
Crude Oil & LNG Exporter!*

The United States is now the world's No. 1 producer of both crude oil and natural gas. America's newfound energy dominance on the world stage is at the heart of a national resurgence in industrial might and economic expansion.

Soaring domestic production is the latest chapter in an ongoing "made-in-the-USA" industry success story for the ages: one based on technological innovation and the collective entrepreneurial genius of thousands of independent oil and gas producer/operator executives in basins across the country. It also exemplifies the extraordinary teamwork that takes place all along the chain of command in exploration, drilling, completion and production operations.

The U.S. upstream has become the destination for smart capital from all financial sources. From small private companies funded by initial investments from executives' own family members and friends, to industry giants capitalized by both the public and private equity markets, the investment community's support of independents is key to unleashing the full economic force of America's world-class oil and gas resources. Of course, industry contractors, consultants and service and supply companies keep the wheels of the U.S. energy revolution in motion, helping independents prove time again that "impossible" is but a welcome challenge!

Driven by onshore horizontal unconventional resource plays, domestic crude oil, natural gas and natural gas liquids output are all at record highs, opening the way to expanding U.S. export volumes across the board. The implications are profound; AOGR's readers are only getting started!

Independent oil and gas companies continue to find new opportunities—from stacked pays in "superbasins" such as the Permian, to conventional formations in the Rockies, giant subsalt reservoirs in the deepwater Gulf, and all points in between.

As it has for more than 60 years, AOGR packages all the financial, legislative/regulatory, and of course, technological information readers need to succeed. Each monthly issue delivers timely, accurate and valuable knowledge with real-world applications. Content ranges from success stories deploying new technology to "boots on the ground" news from the 29 state and regional independent producer/operator associations AOGR serves as official publication.

With the industry's forward momentum in full swing, the 2019 Schedule of Issues is designed to fulfill independents' need for the business and technical information that will empower them to get the most out of every stage of every well, and optimize full-field lifecycles.

Simply put, AOGR is the trusted, go-to information source for U.S. independents.

**Opportunity Knocks. Let It In!**

# January

## SPECIAL REPORTS

Outlook 2019  
Crude Oil & LNG Exports  
AOGR's Signature Tech Trends:  
Industry Game-Changers  
Production Equipment  
& Technology

## THE 2019 SERIES

Unconventional Resource Science,  
Part 1  
*Optimizing Laterals & Ultimate  
Recovery*

## OFFICIAL CONVENTION NEWS\*

IOGAWV – West Virginia

## OTHER SCHEDULED EVENT DISTRIBUTION\*\*

NAPE Summit  
SPE Hydraulic Fracturing  
Technology Conference

Reservation Deadline: December 14  
Advertising Files Due: December 21

# February

## SPECIAL REPORTS

Crude Oil Purchasing Strategies  
Take-away Capacity Buildout  
Water Recycling & Storage  
Independents' Operations:  
Gulf Of Mexico

## THE 2019 SERIES

Unconventional Resource Science,  
Part 2  
*Completion Engineering:  
Maximizing Well Deliverability*

## OFFICIAL CONVENTION NEWS

TIPRO – Texas  
IOGA – Illinois  
OOGA – Ohio

Reservation Deadline: January 11  
Advertising Files Due: January 18

# March

## SPECIAL REPORTS

Gas Treating, Processing  
and Infrastructure  
Well Site Power Generation  
LACT Technology  
Permian Basin Powerhouse

## THE 2019 SERIES

Unconventional Resource Science,  
Part 3  
*Mega-Pads: Redefining Production  
Efficiency*

## OFFICIAL CONVENTION NEWS

LOGA – Louisiana  
Texas Alliance – Texas  
PIOGA – Pennsylvania

## DIRECTORY SUPPLEMENT

Annual State Regulators Directory

## OTHER SCHEDULED EVENT DISTRIBUTION

SPE/ICoTA  
SPE Oklahoma City Oil and Gas  
Symposium  
GCA Expo & Conference

Reservation Deadline: February 8  
Advertising Files Due: February 15

\*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.



# April

## SPECIAL REPORTS

America: The Energy Epicenter  
Enabling Technologies  
Private Equity Leaders  
Drilling Tech Bits & BHAs

## THE 2019 SERIES

Global Data Libraries, Part 1  
*Licensing & Leasing Rounds*

## OFFICIAL CONVENTION NEWS

KIOGA – Kansas  
TOGA – Tennessee

## PROGRAM SUPPLEMENT

Independents' Guide: Offshore  
Technology Conference (OTC)

## OTHER SCHEDULED EVENT DISTRIBUTION

OTC  
Multiphase Pump Users  
Roundtable

Reservation Deadline: March 8  
Advertising Files Due: March 15

# May

## SPECIAL REPORTS

Gas Compression Technology  
Pad Production & Automation  
Exploration, Drilling & Production:  
Mid-Continent  
Capital Market Update

## THE 2019 SERIES

Global Data Libraries, Part 2  
*Alaska & American Frontiers*

## OFFICIAL CONVENTION NEWS

CIPA – California  
KOGA – Kentucky  
OIPA – Oklahoma

Reservation Deadline: April 12  
Advertising Files Due: April 18

# June

## SPECIAL REPORTS

Artificial Lift & Remote Monitoring  
Offshore & Subsea Technology  
Multistage Fracturing:  
Proppants & Logistics  
Exploration, Drilling & Production:  
Permian Basin

## THE 2019 SERIES

Global Data Libraries, Part 3  
*Offshore Data Rooms*

## OFFICIAL CONVENTION NEWS

VOGA – Virginia

## OTHER SCHEDULED EVENT DISTRIBUTION

AESC Summer Meeting  
IPAA Midyear Meeting

Reservation Deadline: May 10  
Advertising Files Due: May 17

\*\*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.

# July

## SPECIAL REPORTS

New Products/Technology  
Geophysics & Reservoir Modeling  
Conventional Resource  
Renaissance  
Exploration, Drilling & Production:  
The Rockies

## THE 2019 SERIES

Horizontal Wellbore Architecture,  
Part 1  
*Geosteering & Lateral Placement*

## OFFICIAL CONVENTION NEWS

IPANM – New Mexico  
WEA – Western Energy Alliance  
TIPRO – Texas

## PROGRAM SUPPLEMENT

Independents' Guide: The Rocky  
Mountain Energy Summit (RMES)

## OTHER SCHEDULED EVENT DISTRIBUTION

NAPE Summer  
Unconventional Resource  
Technology Conference (URTeC)  
The Oil & Gas Conference  
(EnerCom)

Reservation Deadline: June 14  
Advertising Files Due: June 21

# August

## SPECIAL REPORTS

Hydraulic Fracturing Technology  
Production Automation & Digital  
Fields  
Exploration, Drilling & Production:  
The Marcellus & Utica  
U.S. Exports Update: Ethane

## THE 2019 SERIES

Horizontal Wellbore Architecture,  
Part 2  
*Perforating & Stage Optimization*

## OFFICIAL CONVENTION NEWS

KIOGA – Kansas  
COGA – Colorado  
EKOGA – Eastern Kansas  
PAW – Wyoming

## PROGRAM SUPPLEMENT

Independents' Guide: KIOGA  
Annual Convention & Expo

## OTHER SCHEDULED EVENT DISTRIBUTION

American School of Gas  
Measurement Technology (ASGMT)  
SPE Deepwater Drilling &  
Completions Conference

Reservation Deadline: July 12  
Advertising Files Due: July 19

# September

## SPECIAL REPORTS

Tubulars Technology: OCTG & CT  
Integrated Reservoir  
Characterization  
Well Logging & MWD/LWD  
Reinvented Plays: Austin Chalk,  
San Andres, Et al.

## THE 2019 SERIES

Horizontal Wellbore Architecture,  
Part 3  
*Parent/Child: Field Development  
Strategies*

## OFFICIAL CONVENTION NEWS

AIPRO – Arkansas  
INOGA – Indiana  
NDPC – North Dakota  
NMOGA – New Mexico  
PBPA – Permian Basin

## DIRECTORY SUPPLEMENT

Crude Oil Purchasers

## OTHER SCHEDULED EVENT DISTRIBUTION

SPE Annual Conference  
& Exhibition  
SEG International Exhibition

Reservation Deadline: August 9  
Advertising Files Due: August 16

# October

## SPECIAL REPORTS

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

## THE 2019 SERIES

A&D and Startups, Part 1  
*Independent Producers  
& Operators*

## OFFICIAL CONVENTION NEWS

IOGA NY – New York  
OIPA – Oklahoma  
PIOGA – Pennsylvania

## PROGRAM SUPPLEMENT

Independents' Guide: LAGCOE

## OTHER SCHEDULED EVENT DISTRIBUTION

IPAA Annual Meeting

Reservation Deadline: September 13  
Advertising Files Due: September 20

# November

## SPECIAL REPORTS

Computing & Data Analytics  
Real-Time Operations & Logistics  
U.S. Green Field Discoveries  
Exploration, Drilling & Production:  
The Northeast

## THE 2019 SERIES

A&D and Startups, Part 2  
*Service & Supply Companies*

Reservation Deadline: October 11  
Advertising Files Due: October 18

# December

## SPECIAL REPORTS

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

## THE 2019 SERIES

A&D and Startups, Part 3  
*2020 Market Preview*

## OTHER SCHEDULED EVENT DISTRIBUTION

AESC Winter Meeting

Reservation Deadline: November 8  
Advertising Files Due: November 15

- 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.
- Contact [Del Torkelson](#) for association news, [Dan Holder](#) for [aogr.com](#) submissions, [Colter Cookson](#) for press releases and general editorial inquiries, or Sr. Managing Editor [Bill Campbell](#) at 1-800-847-8301.
- For technical and financial submissions, contact [Charlie Cookson](#) at 1-800-847-8301, or Sr. Technology Editor [Tim Beims](#) at 1-785-243-7194.
- Advertising space reservation deadline is the second Friday of the month preceding the month of publication; ad files are due the following Friday.
- 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.



# Rate Card #41

RATE CARD #41 IS RE-ISSUED SEPTEMBER 14, 2018

## 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)

|                | 1x      | 3x      | 6x      | 12x     | 18x     | 24x     | 36x     |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| Full           | \$6,100 | \$5,840 | \$5,510 | \$5,310 | \$5,240 | \$5,170 | \$5,090 |
| Spread         | 11,600  | 11,080  | 10,420  | 10,020  | 9,880   | 9,740   | 9,580   |
| 1/2 Spread     | 7,520   | 7,360   | 7,240   | 7,120   | 7,020   | 6,980   | 6,880   |
| 1/2 Island     | 4,350   | 4,230   | 4,110   | 4,090   | 4,040   | 3,990   | 3,950   |
| 1/2 Horizontal | 4,060   | 3,980   | 3,920   | 3,860   | 3,810   | 3,790   | 3,740   |

## Black & White Rates

|                | 1x      | 3x      | 6x      | 12x     | 18x     | 24x     | 36x     |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| Full           | \$4,500 | \$4,240 | \$3,910 | \$3,710 | \$3,640 | \$3,570 | \$3,490 |
| Spread         | 9,000   | 8,480   | 7,820   | 7,420   | 7,280   | 7,140   | 6,980   |
| 2/3            | 3,190   | 3,060   | 2,960   | 2,880   | 2,830   | 2,790   | 2,740   |
| 1/2 Island     | 2,750   | 2,630   | 2,510   | 2,490   | 2,440   | 2,390   | 2,350   |
| 1/2 Horizontal | 2,460   | 2,380   | 2,320   | 2,260   | 2,210   | 2,190   | 2,140   |
| 1/3            | 1,710   | 1,620   | 1,560   | 1,520   | 1,500   | 1,470   | 1,430   |
| 1/4            | 1,250   | 1,210   | 1,190   | 1,150   | 1,130   | 1,100   | 1,080   |
| 1/6            | 880     | 820     | 800     | 780     | 770     | 760     | 740     |

## Color Rates

|   | Page/Fraction | Spread  |
|---|---------------|---------|
| 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 10⅞"; type page is 7¼" x 10". Trim is ⅛" on sides, top and bottom of form. Following pages indicate corresponding ad sizes in decimals.

|                               | 1 Column    | 1½ Column | 2 Column  | 3 Column  |
|-------------------------------|-------------|-----------|-----------|-----------|
| Full Page Bleed (before trim) | 8½" x 11⅞"  |           |           |           |
| Full Page (non-bleed)         | 7¼" x 10"   |           |           |           |
| Spread Bleed (before trim)    | 16¾" x 11⅞" |           |           |           |
| Spread (non-bleed)            | 15½" x 10"  |           |           |           |
| 2/3                           |             |           | 4¾" x 10" | 7¼" x 6½" |
| 1/2 Island                    |             |           | 4¾" x 7¾" |           |
| 1/2                           |             | 3½" x 10" |           | 7¼" x 4⅞" |
| 1/3                           | 2¼" x 10"   |           | 4¾" x 4⅞" | 7¼" x 3¼" |
| 1/4                           | 2¼" x 7¾"   | 3½" x 4⅞" | 4¾" x 3⅝" | 7¼" x 2¾" |
| 1/6                           | 2¼" x 4⅞"   |           | 4¾" x 2¾" |           |

## 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 11⅞". 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.

- PMS 185 (0C-93M-79Y-0K)
- PMS 300 (99C-50M-0Y-0K)
- PMS 347 (93C-0M-100Y-0K)
- Process (0C-0M-100Y-0K)

## Matched Colors

PMS Color Bridge Plus Series Coated number is required for match color. Metallic and other special inks are available.

## Print Advertising Sales

Tim Castillo

Bev Brady

Karen Holmes

## Online Advertising Sales

Tim Castillo

## Classified Advertising

Yvonne Cookson

## Article Reproductions

Nora Mota Magill

## Advertising Administration

Michelle Nooney

## Production

Amanda DeMoss

Nora Mota Magill

Leah Alvarez

## Accounting

Angie Lubbers

## Publisher

Charlie Cookson

North America Toll-Free: ..... 1-800-847-8301

International: ..... 001-316-788-6271

Phone:.....316-788-6271

Fax: .....316-788-7568

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

Website: .....[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

## 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](http://www.aogr.com) earns the 24x print ad rate. Please reference the Online Ad Rates and Guidelines on the following page for more information about online advertising opportunities.

## Issue and Closing Dates

Advertising space reservation deadline is the second Friday of the month preceding the month of publication; ad files are due the following Friday. Online ads can be placed at any time. Reference the Online Ad Rates and Guidelines on the following 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 11⅛" with ⅛" trim on all sides. Publication size after trim, hence full page bleed ad size after trim, is 8¼" x 10⅞". 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 8¼" x 10⅞"; type page and non-bleed ad size is 7¼" x 10". AOGR is perfect bound and produced on 50 lb. gloss body stock with 80 lb. gloss cover stock.

# Online Ad Rates and Guidelines

## Ad Rates

| Homepage Sponsorship*  | Web Exclusive  | Magazine Content   |
|--|--|--|
| <p><b>Banner 1: \$3,000</b></p> <p><b>*Note:</b> All Homepage Sponsorships receive a bonus, run-of-site, Banner 1.</p> | <p><b>Leaderboard: \$3,000</b><br/><b>Tower: \$2,500</b><br/><b>Banner 1: \$2,000</b></p> <p><b>Includes the following:</b><br/>U. S. Rig Count<br/>Exclusive Story 1<br/>Exclusive Story 2<br/>Exclusive Story Archives</p> | <p><b>Leaderboard: \$2,500</b><br/><b>Tower: \$2,000</b><br/><b>Banner 1: \$1,500</b></p> <p><b>Includes the following:</b><br/>Calendar<br/>Cover Story<br/>Cover Story Archives<br/>Editor's Choice<br/>Editor's Choice Archives<br/>Sneak Peek<br/>Sneak Peek Archives<br/>Frac Facts<br/>Industry Digest</p> |

## Online Ad Guidelines

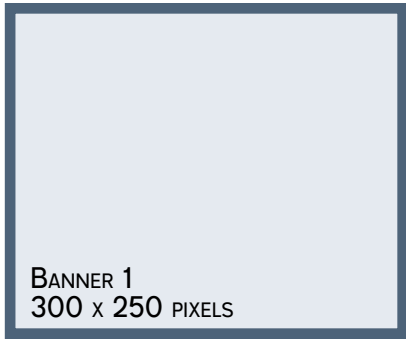
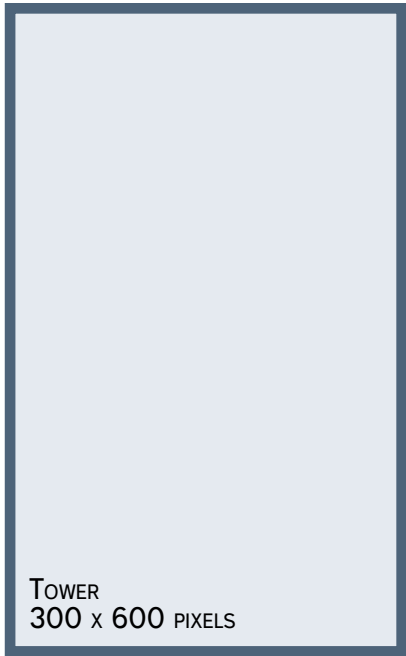
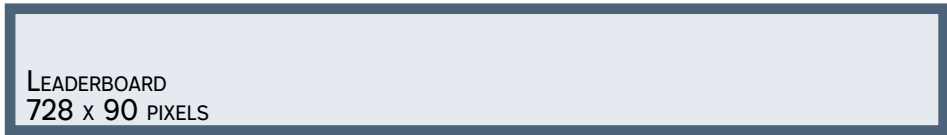
- When producing online ads for AOGR, please follow the sizes and guidelines listed in the table to the right.
- Optimize all files to the smallest possible size without image degradation. Both Adobe Photoshop and Illustrator provide export options for saving optimized online ad files. These settings 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 please reference the [Print Advertising Guidelines](#) at [www.aogr.com](http://www.aogr.com).



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

| Ad          | Dimensions                           | Max. File Weight | Max. Animation Length | Max. Loops | Max. Animation Frame Rate | Accepted File Types                              |
|-------------|--------------------------------------|------------------|-----------------------|------------|---------------------------|--|
| Leaderboard | 728 x 90 pixels                      | 75kB             | 15s                   | 3          | 24 fps                    | PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript |
| Tower       | 300 x 600 pixels                     | 250kB            | 15s                   | 3          | 24 fps                    | PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript |
| Banner 1    | 300 x 250 pixels<br>Medium Rectangle | 150kB            | 15s                   | 3          | 24 fps                    | PNG, JPEG, GIF, HTML5, DHTML, Javascript/Jscript |

### 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

# *Looking for more?*

**Find it in the Media Center  
at www.aogr.com.**

- [Full Page Ad Brief Guidelines](#)
- [Comprehensive Print Ad Guidelines](#)
- [Editorial Contacts and Personnel](#)
- [Editorial Style and Artwork Guidelines](#)
- [AOGR: The Information Source](#)
- [Circulation \(BPA Audit\)](#)



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Phone: 316-788-6271 • Fax: 316-788-7568 • Toll-Free: 800-847-8301 • Email: [reporter@aogr.com](mailto:reporter@aogr.com) • [www.aogr.com](http://www.aogr.com)