

# Online Ad Rates and Guidelines

## Ad Rates

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

## Online Ad Guidelines

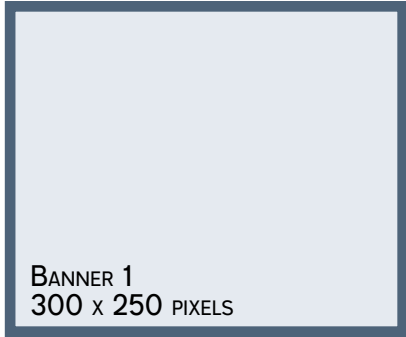
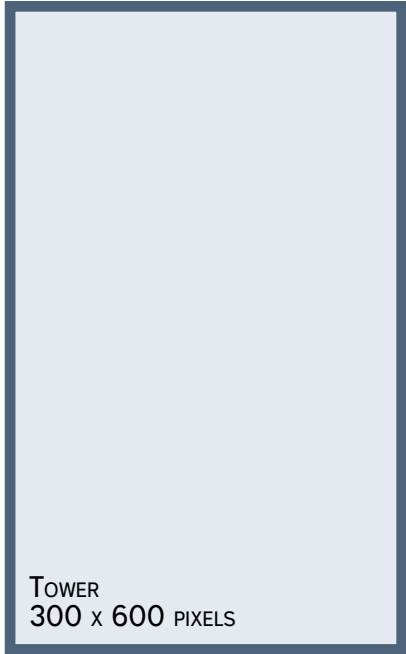
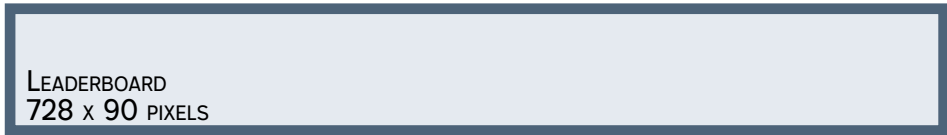
- When producing online ads for AOGR, please follow the sizes and guidelines listed in the table to the right.
- Optimize all files to the smallest possible size without image degradation. Both Adobe Photoshop and Illustrator provide export options for saving optimized online ad files. These settings 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 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.

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Director

**Amanda DeMoss**  
Production Manager