

# 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 download [Rate Card #42](#) or contact your principle AOGH representative at 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 .tif 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 #42](#) for the approved Match Colors (AOGH 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 800-847-8301.

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

[Nora Mota Magill](#)  
Corporate Communications

[Amanda DeMoss](#)  
Production Manager

## 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.
- Zip all files into one folder.

**Email:** All email file sizes cannot exceed 40 MB. Send emails with attached PDFs or zipped files to [Nora Mota Magill](#), with a copy to the principle sales contact, [Charlie Cookson](#) 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](http://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 [Amanda DeMoss](#), or call 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

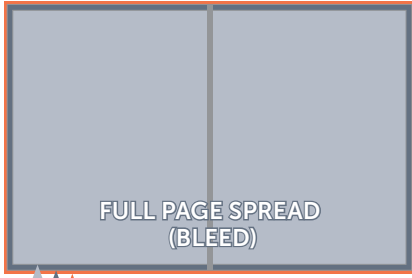
## WWW.AOGR.COM

*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 email 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 download the [Online Ad Rates and Guidelines](#), also available in the [Media Center at 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.

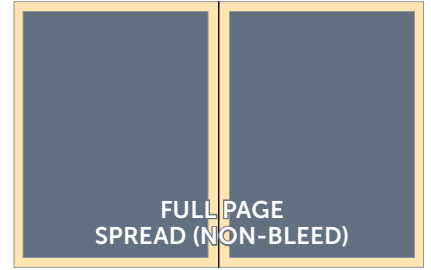
# Print Ad Sizes



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.

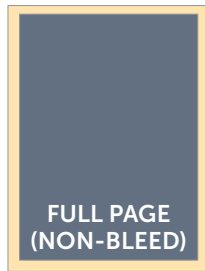
\*During the binding process, full page or fractional spread bleed ads lose 0.25 inch of each page to the gutter. Please keep any live material at least 0.375 inch in from the gutter trim.



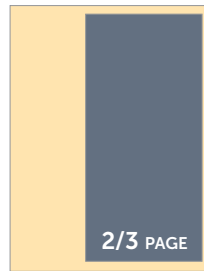
Live Area (per page):  
 7.25 x 10



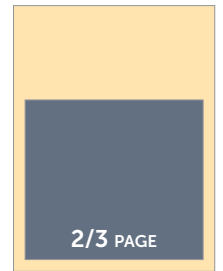
Bleed: 8.50 x 11.125  
 Trim: 8.25 x 10.875  
 Live: 7.75 x 10.375



Ad Size:  
 7.25 x 10



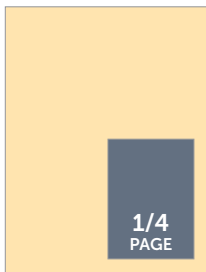
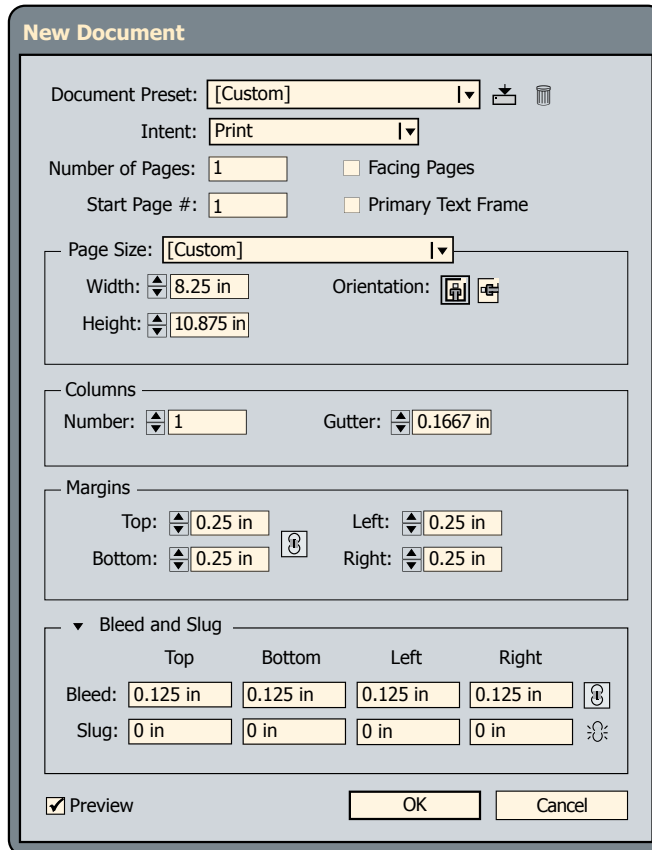
2 Column Ad Size:  
 4.75 x 10



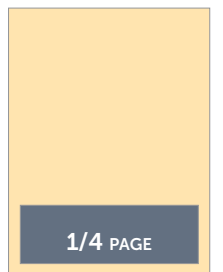
3 Column Ad Size:  
 7.25 x 6.50

## Adobe InDesign CC

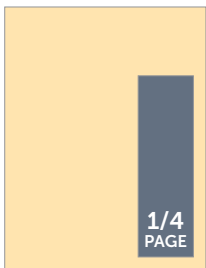
Completed panel for an AOG full page bleed ad.



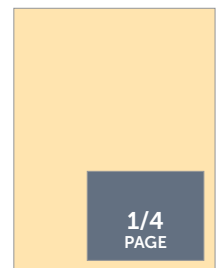
1.5 Column Ad Size:  
 3.50 x 4.875



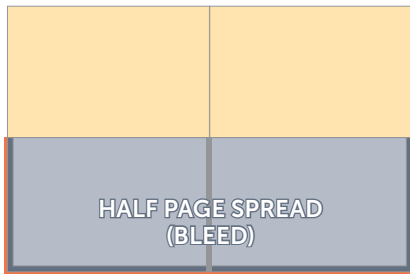
3 Column Ad Size:  
 7.25 x 2.375



1 Column Ad Size:  
 2.25 x 7.375

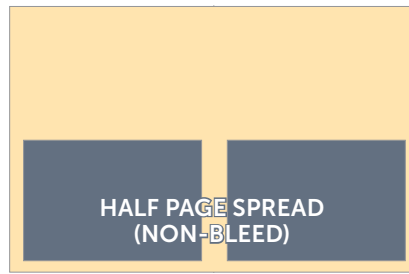


2 Column Ad Size:  
 4.75 x 3.625

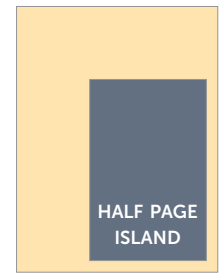


Bleed: 17 x 5.50  
 Trim: 16.50 x 5.375  
 Live: 16 x 5.125\*

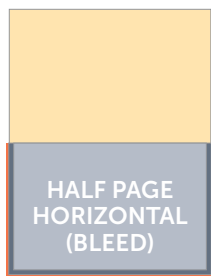
Ad bleeds on 3 sides



Ad Size (per page):  
 7.25 x 4.875

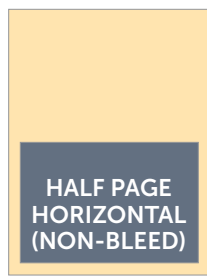


Ad Size:  
 4.75 x 7.375

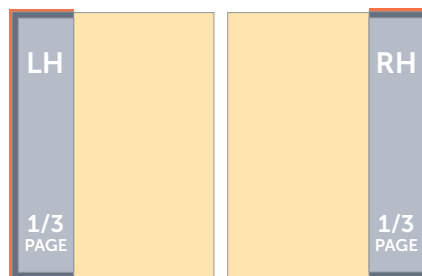


Bleed: 8.50 x 5.50  
 Trim: 8.25 x 5.375  
 Live: 7.75 x 5.125

Ad bleeds on 3 sides

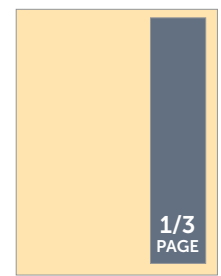


3 Column Ad Size:  
 7.25 x 4.875



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.

**New Document**

Document Preset: [Custom] | [icon] [icon]

Intent: [Print] | [icon]

Number of Pages: [1] |  Facing Pages

Start Page #: [1] |  Primary Text Frame

Page Size: [Custom] | [icon]

Width: [4.75 in] | Orientation: [Portrait] [Landscape]

Height: [7.375 in]

Columns

Number: [1] | Gutter: [0.1667 in]

Margins

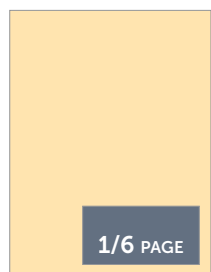
Top: [0.25 in] | Left: [0.25 in]

Bottom: [0.25 in] | Right: [0.25 in]

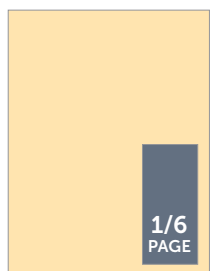
▶ Bleed and Slug

Preview

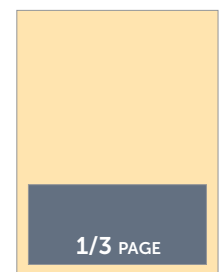
[OK] [Cancel]



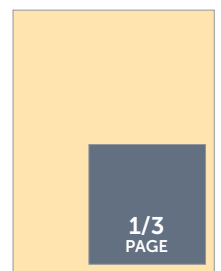
2 Column Ad Size:  
 4.75 x 2.375



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