### January

**SPECIAL REPORTS**
- America’s Oil & Gas: New-Era Energy
- Tech Trends: 2020-2030
- Independents’ Activity Outlook
- Production Technology

**THE 2020 SERIES**
- Unconventional Resource Science
  - Part 1
  - *Proppant & Fluid Diagnostics*

**OFFICIAL CONVENTION NEWS**
- IOGAWV – West Virginia

**SPECIAL FEATURE**
- *SHALES: THE ROAD AHEAD*
  - Readers and Leaders Write

**OTHER SCHEDULED EVENT DISTRIBUTION**
- NAPE Summit
- SPE Hydraulic Fracturing Technology Conference

Reservation Deadline: December 13  
Advertising Files Due: December 20

### February

**SPECIAL REPORTS**
- Water Management: Recycling & Infrastructure
- Crude Purchasing Strategies
- LACT Technology

**THE 2020 SERIES**
- Unconventional Resource Science
  - Part 2
  - *Oil Field Chemistry & EOR*

**OFFICIAL CONVENTION NEWS**
- IOGA – Illinois
- OOGA – Ohio
- LOGA – Louisiana

**OTHER SCHEDULED EVENT DISTRIBUTION**
- SPE Improved Oil Recovery Conference

Reservation Deadline: January 10  
Advertising Files Due: January 17

### March

**SPECIAL REPORTS**
- Gas Treating & Processing
- Field Power Generation
- Permian Basin Powerhouse
- Haynesville Activity: Operations & Strategies

**THE 2020 SERIES**
- Unconventional Resource Science
  - Part 3
  - *Separation & Measurement*

**OFFICIAL CONVENTION NEWS**
- TIPRO – Texas
- PIOGA – Pennsylvania

**OTHER SCHEDULED EVENT DISTRIBUTION**
- SPE/ICoTA
- AADE Conference & Expo
- GCA Expo & Conference
- GPA Midstream Convention

Reservation Deadline: February 14  
Advertising Files Due: February 21

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*The Official Convention News indicates the acronyms and geographic areas of the 28 oil and gas producer/operator associations. The American Oil & Gas Reporter serves as Official Publication.*
<table>
<thead>
<tr>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPECIAL REPORTS</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
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<tr>
<td>New-Era Drilling: BHA and Directional Technologies</td>
<td>Gas Compression Technology</td>
<td>Artificial Lift Technology</td>
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<tr>
<td>Drilling &amp; Completion Fluids</td>
<td>Pad Production Optimization</td>
<td>Permian Basin Activity: Operations &amp; Strategies</td>
</tr>
<tr>
<td>Subsea Tieback Technology</td>
<td>Mid-Continent Activity: Operations &amp; Strategies</td>
<td>Wellsite Logistics</td>
</tr>
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<td><strong>THE 2020 SERIES</strong></td>
<td><strong>THE 2020 SERIES</strong></td>
<td><strong>THE 2020 SERIES</strong></td>
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<tr>
<td>Offshore Licensing Rounds</td>
<td>Onshore Licensing Rounds</td>
<td>Canadian &amp; Alaskan Hot Spots</td>
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<tr>
<td><strong>OFFICIAL CONVENTION NEWS</strong></td>
<td><strong>OFFICIAL CONVENTION NEWS</strong></td>
<td><strong>OFFICIAL CONVENTION NEWS</strong></td>
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<tr>
<td>KIOGA – Kansas</td>
<td>CIPA – California</td>
<td>VOGA – Virginia</td>
</tr>
<tr>
<td>TOGA – Tennessee</td>
<td>Oklahoma Petroleum Alliance</td>
<td>KOGA – Kentucky</td>
</tr>
<tr>
<td>Texas Alliance</td>
<td><strong>SPECIAL FEATURE</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
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<tr>
<td><strong>SHALES: THE ROAD AHEAD</strong></td>
<td><strong>New-Era Drilling: BHA and Directional Technologies</strong></td>
<td><strong>Artificial Lift Technology</strong></td>
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<tr>
<td>Advancing EOR &amp; EUR</td>
<td><strong>Drilling &amp; Completion Fluids</strong></td>
<td>Permian Basin Activity: Operations &amp; Strategies</td>
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<tr>
<td></td>
<td><strong>Subsea Tieback Technology</strong></td>
<td>Wellsite Logistics</td>
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<td><strong>OTHER SCHEDULED EVENT DISTRIBUTION</strong></td>
<td><strong>OTHER SCHEDULED EVENT DISTRIBUTION</strong></td>
<td><strong>OTHER SCHEDULED EVENT DISTRIBUTION</strong></td>
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<tr>
<td>Independents’ Guide: Offshore Technology Conference (OTC)</td>
<td>AAPG Annual Convention &amp; Exhibition</td>
<td>AESC Summer Meeting</td>
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<td>Multiphase Pump Users Roundtable</td>
<td></td>
<td>IPAA Midyear Meeting</td>
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<td>Reservation Deadline: March 13</td>
<td>Reservation Deadline: April 10</td>
<td>Reservation Deadline: May 8</td>
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<tr>
<td>Advertising Files Due: March 20</td>
<td>Advertising Files Due: April 17</td>
<td>Advertising Files Due: May 15</td>
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</tbody>
</table>

**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 Technology: Remote Monitoring & Control
- AI and Digital Frontiers
- Geology & Geophysics
- Rocky Mountain Activity: Operations & Strategies

**THE 2020 SERIES**
- Horizontal Drilling & Development Part 1
  - Parent/Child Well Relationships

**OFFICIAL CONVENTION NEWS**
- IPANM – New Mexico
- TIPRO – Texas

**SPECIAL FEATURE**
- SHALES: THE ROAD AHEAD
  - Advancing Midstream Water Management

**OTHER SCHEDULED EVENT DISTRIBUTION**
- Independents’ Guide: The Rocky Mountain Energy Summit (RMES)
- NAPE Summer
- Unconventional Resource Technology Conference (URTeC)

Reservation Deadline: June 12
Advertising Files Due: June 19

**August**

**SPECIAL REPORTS**
- Hydraulic Fracturing
- Production Automation
  - Frac Focus: Hardware & Downhole Tools
- Marcellus and Utica Activity: Operations & Strategies

**THE 2020 SERIES**
- Horizontal Drilling & Development Part 2
  - Perforation and Cluster Design

**OFFICIAL CONVENTION NEWS**
- KIOGA – Kansas
- PAW – Wyoming
- EKOGA – Eastern Kansas
- NDPC – North Dakota

**SPECIAL FEATURE**
- SHALES: THE ROAD AHEAD
  - Stimulation Fluids & Additives

**OTHER SCHEDULED EVENT DISTRIBUTION**
- American School of Gas Measurement Technology (ASGMT)
- Gastech Exhibition & Conference

Reservation Deadline: July 10
Advertising Files Due: July 17

**September**

**SPECIAL REPORTS**
- Tubulars Technology
- Reservoir Characterization
- Geosteering & Well Logging

**THE 2020 SERIES**
- Horizontal Drilling & Development Part 3
  - Targeting Stacked Pays

**OFFICIAL CONVENTION NEWS**
- AIPRO – Arkansas
- INOGA – Indiana
- NMOGA – New Mexico

**SPECIAL FEATURE**
- SHALES: THE ROAD AHEAD

**OTHER SCHEDULED EVENT DISTRIBUTION**
- SPE Annual Conference & Exhibition
- SEG Annual Meeting

Reservation Deadline: August 14
Advertising Files Due: August 21
<table>
<thead>
<tr>
<th>October</th>
<th>November</th>
<th>December</th>
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<tr>
<td><strong>SPECIAL REPORTS</strong>&lt;br&gt; - Election 2020: Presidential Energy Debate&lt;br&gt; - Oil Field Chemistry&lt;br&gt; - Mineral Rights Strategies&lt;br&gt; - Eagle Ford Activity: Operations &amp; Strategies</td>
<td><strong>SPECIAL REPORTS</strong>&lt;br&gt; - Computing &amp; Analytics&lt;br&gt; - Industry Innovations&lt;br&gt; - Reserves-Based Lending Strategies&lt;br&gt; - Northeast Activity: Operations &amp; Strategies</td>
<td><strong>SPECIAL REPORTS</strong>&lt;br&gt; - Well Stimulation &amp; Completion&lt;br&gt; - Insurance and HS&amp;E&lt;br&gt; - Natural Gas White Papers&lt;br&gt; - Estimating Reserves: Advancing Accuracy</td>
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<td><strong>THE 2020 SERIES</strong>&lt;br&gt; - Frac Focus&lt;br&gt;   - Part 2&lt;br&gt;   - Refracs &amp; Enhanced Recovery</td>
<td><strong>THE 2020 SERIES</strong>&lt;br&gt; - Frac Focus&lt;br&gt;   - Part 3&lt;br&gt;   - Wellbore Integrity</td>
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<tr>
<td><strong>OFFICIAL CONVENTION NEWS</strong>&lt;br&gt; - Oklahoma Petroleum Alliance&lt;br&gt;   - PBPA – Permian Basin</td>
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<td><strong>OTHER SCHEDULED EVENT DISTRIBUTION</strong>&lt;br&gt; - IPAA Annual Meeting&lt;br&gt; - SPE Liquids-Rich Basins Conference</td>
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<td><strong>OTHER SCHEDULED EVENT DISTRIBUTION</strong>&lt;br&gt; - AESC Winter Meeting</td>
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<td>Reservation Deadline: September 11&lt;br&gt; Advertising Files Due: September 18</td>
<td>Reservation Deadline: October 9&lt;br&gt; Advertising Files Due: October 16</td>
<td>Reservation Deadline: November 13&lt;br&gt; Advertising Files Due: November 20</td>
</tr>
</tbody>
</table>

- 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 800-847-8301.
- For technical and financial submissions, contact Charlie Cookson or Colter Cookson at 800-847-8301, or Sr. Technology Editor Tim Beims at 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.
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)

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<td>$5,840</td>
<td>$5,520</td>
<td>$5,300</td>
<td>$5,240</td>
<td>$5,180</td>
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<td>Spread</td>
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<td>10,020</td>
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<td>9,740</td>
<td>9,580</td>
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<tr>
<td>1/2 Spread</td>
<td>7,520</td>
<td>7,360</td>
<td>7,240</td>
<td>7,120</td>
<td>7,020</td>
<td>6,980</td>
<td>6,880</td>
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<tr>
<td>1/2 Island</td>
<td>4,360</td>
<td>4,240</td>
<td>4,120</td>
<td>4,100</td>
<td>4,040</td>
<td>4,000</td>
<td>3,960</td>
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<tr>
<td>1/2 Horizontal</td>
<td>4,060</td>
<td>3,980</td>
<td>3,920</td>
<td>3,860</td>
<td>3,820</td>
<td>3,800</td>
<td>3,740</td>
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Black & White Rates

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<th>6x</th>
<th>12x</th>
<th>18x</th>
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<tbody>
<tr>
<td>Full</td>
<td>$4,600</td>
<td>$4,240</td>
<td>$3,920</td>
<td>$3,700</td>
<td>$3,640</td>
<td>$3,580</td>
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<tr>
<td>Spread</td>
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<td>8,480</td>
<td>7,820</td>
<td>7,420</td>
<td>7,280</td>
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<td>6,980</td>
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<tr>
<td>2/3</td>
<td>3,200</td>
<td>3,060</td>
<td>2,960</td>
<td>2,880</td>
<td>2,840</td>
<td>2,800</td>
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<tr>
<td>1/2 Island</td>
<td>2,760</td>
<td>2,640</td>
<td>2,520</td>
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<tr>
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<td>1,720</td>
<td>1,620</td>
<td>1,560</td>
<td>1,520</td>
<td>1,500</td>
<td>1,480</td>
<td>1,440</td>
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<td>1/4</td>
<td>1,260</td>
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<td>1,160</td>
<td>1,140</td>
<td>1,100</td>
<td>1,080</td>
</tr>
<tr>
<td>1/6</td>
<td>880</td>
<td>820</td>
<td>800</td>
<td>780</td>
<td>770</td>
<td>760</td>
<td>740</td>
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Color Rates

<table>
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<tr>
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<th>Page/Fraction</th>
<th>Spread</th>
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<tr>
<td>Four color process, extra</td>
<td>$1,600</td>
<td>$2,600</td>
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<tr>
<td>Black + standard color (per), extra</td>
<td>720</td>
<td>1,200</td>
</tr>
<tr>
<td>Black + matched color (per), extra</td>
<td>1,040</td>
<td>1,980</td>
</tr>
</tbody>
</table>

Ad Sizes and Specifications
Publication size after trim is 8¼” x 10¾”; type page is 7¾” x 10”. Trim is ⅛” on sides, top and bottom of form. Following pages indicate corresponding ad sizes in decimals.

<table>
<thead>
<tr>
<th></th>
<th>1 Column</th>
<th>1½ Column</th>
<th>2 Column</th>
<th>3 Column</th>
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<tbody>
<tr>
<td>2/3</td>
<td>4¾” x 10”</td>
<td>7¼” x 6½”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4¾” x 7¾”</td>
<td>7¼” x 4¾”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2</td>
<td>3½” x 10”</td>
<td>4¾” x 4¾”</td>
<td>7¼” x 3¼”</td>
<td></td>
</tr>
<tr>
<td>1/3</td>
<td>2½” x 10”</td>
<td>4¾” x 3¾”</td>
<td>7¼” x 2¾”</td>
<td></td>
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<tr>
<td>1/4</td>
<td>2¼” x 7¾”</td>
<td>3½” x 4¾”</td>
<td>4¾” x 3¾”</td>
<td>7¼” x 2¾”</td>
</tr>
<tr>
<td>1/6</td>
<td>2¼” x 4¾”</td>
<td>4¾” x 2¾”</td>
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</table>

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.
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 earns the 24x print ad rate. Please reference the Online Ad Rates and Guidelines or 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 for more information.

Printing and Advertising Materials
Web offset. Maximum line screen 150. Full page ad bleed (ad image area required), is 8 1/2” x 11 3/8” with 1/8” trim on all sides. Publication size after trim, hence full page bleed ad size after trim, is 8 3/4” x 10 1/8”. 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 8 1/4” x 10 3/4”; type page and non-bleed ad size is 7 3/4” x 10”. AOGGR is perfect bound and produced on 60 lb. gloss body stock with 100 lb. gloss cover stock.
**Online Ad Rates and Guidelines**

### Ad Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Homepage</th>
<th>Web Exclusives</th>
<th>Magazine Content</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
<td>$3,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Banner 1</td>
<td>$3,000</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

All Homepage sponsorships receive a bonus ROS Banner 1.

Includes:
- U.S. Rig Count
- Exclusive Story 1
- Exclusive Story 2
- Exclusive Story Archives

Includes:
- Sneak Peek Preview
- Sneak Peek Archives
- Data & Analytics
- Cover Story
- Cover Story Archives
- Editor’s Choice
- Editor’s Choice Archives
- Frac Facts
- Calendar

### 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 AOGGR print ads please download the Print Ad Rates and Comprehensive Print Ad Guidelines, also available in the Media Center at www.aogr.com.

### Ad Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size (pixels)</th>
<th>Max. File Weight (kB)</th>
<th>Max. Animation Length (seconds)</th>
<th>Max. Loops</th>
<th>Max. Animation Frame Rate (fps)</th>
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<td>75</td>
<td>15</td>
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<td>24</td>
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<tr>
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<td>300x250 <strong>D, T</strong>, 300x50 <strong>M</strong></td>
<td>150</td>
<td>15</td>
<td>3</td>
<td>24</td>
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</tbody>
</table>

### Video Guidelines

- For video ads, please provide your static or animated ad with a hyperlink to the video hosting site.

### Online Ad Guidelines

- Accepted file types: png, jpeg, gif (static or animated), HTML5, DHTML, JavaScript/JScript

- 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.

- Posting time is one business day for standard ads and three days for animated ads. Please email your online ad to Leah Alvarez with a copy to Bev Brady.
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.

Questions? Call 800-847-8301

For information and special online position availability, call or email Amanda DeMoss.
Executive Director: Rodney Baker  
President: Richard Walt  
J. David Reynolds Co.

President: Chuck Robinson  
Robinson Engineering & Oil Co.

Chief Executive Officer: Rock Ziemann  
Chairman: Steve Layton  
E&B Natural Resources

President: Edward Cross  
Chairman: David Bleakley  
Colt Energy Inc.

Chairman: Mike Elyea  
Burk Royalty Co.

Executive Director: Tom Palace  
President: Chris McGown  
Hurricane Services Inc.

Executive Director: Ryan Watts  
President: Mark Hughes  
Hughes Land LLC

President: Gifford Briggs  
Chairman: Arthur Price  
Badger Oil Corporation

Executive Director: Sam Barbee  
President: Bryan T. Hood  
Shakespeare Oil Company Inc.

President: Brian Sims  
Tellus Operating Group

Executive Director: Bradley R. Gill  
President: Ernest Rammelt  
Chautauqua Energy Inc.

President: Ryan Flynn  
Chairman: Scott Kidwell  
Concho Resources

Executive Director: Charlie Burd  
President: Brett Loflin  
Northeast Natural Energy LLC

President: Ron Ness  
Chairman: Kathleen Neset  
Neset Consulting

Executive Director: Jim Winchester  
President: Kyle A. Armstrong  
Armstrong Energy Corporation

Executive Vice President:  
Matthew Hammond  
President: Steve Downey  
EnerVest Operating
AOGR is designed for oil and gas producers and operators, their allied geophysical, drilling and service contractors, and the equipment manufacturing, service and supply firms that serve them. The “Better Business” publication of the industry, AOGR is especially tailored for U.S.-based independents.

Content reflects the interests of top management and operations personnel in the legislative, regulatory and financial market trends and developments that shape the economics of all operations. It also reflects their interests in new technology and its economic implications, as well as overall geophysical, geological and engineering innovations in the fields of exploration, drilling, completions and production of oil and gas, both as to methodology and equipment.
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
• Writer Style Guidelines
• AOGGR: The Information Source
• Circulation (BPA Audit)