

# Online Ad Rates and Guidelines

## Ad Rates

Ad Unit	Rate and Position		
	Homepage	Web Exclusives	Magazine Content
Leaderboard		\$3,000	\$2,500
Banner 1	\$3,000	\$2,000	\$1,500
	All Homepage sponsorships receive a bonus ROS Banner 1.	Includes: U.S. Rig Count U.S. Frac 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 AOGR 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

Ad Unit	Size (pixels)	Max. File Weight (kB)	Max. Animation Length (seconds)	Max. Loops	Max. Animation Frame Rate (fps)
	<b>Desktop (D), Tablet (T), Mobile (M)</b>				
Leaderboard	728x90 <b>D</b> 468x60 <b>T</b> 320x50 <b>M</b>	75	15	3	24
Banner 1	300x250 <b>D, T</b> 300x50 <b>M</b>	150	15	3	24

## Video Guidelines

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

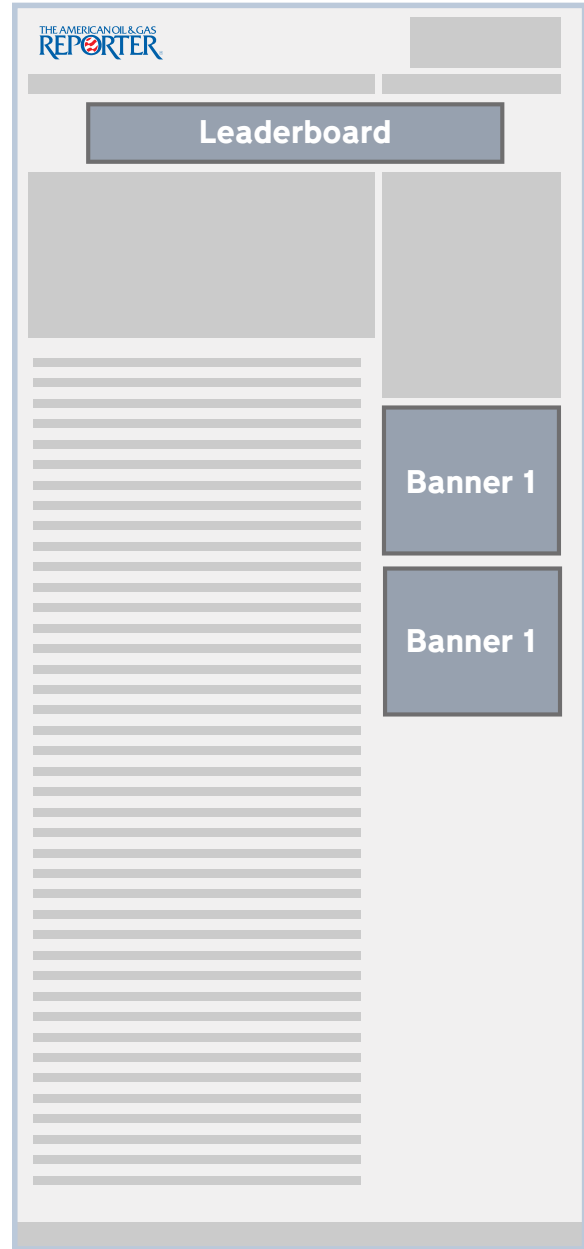
## Online Ad Guidelines

- 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 [Nora Mota Magill](#) with a copy to [Bev Brady](#).

## Homepage



## Web Exclusives and Magazine Content



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](mailto:Amanda.DeMoss).

**Amanda DeMoss**  
Production Manager

**Nora Mota Magill**  
Production Graphics