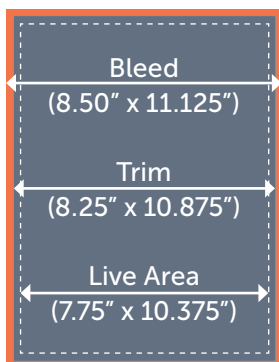


# AOGR Print Ad Guidelines and Submission Brief

## Digital File Specifications

AOGR is produced in a PDF workflow. All fonts must be embedded. We accept QuarkXpress, InDesign, Illustrator and Photoshop files, and .tif and .eps files.



**Full page trim size:**  
8.25" x 10.875"

**Bleed:**  
8.50" x 11.125"  
0.125 is trimmed off  
all four sides.

*Keep essential material  
contained within the live area:  
0.25" from the head, foot,  
face and gutter trim.*

## Digital File Routing Options

When sending a high-resolution PDF, send only the PDF. When sending native files, include all elements (images, graphics, fonts, etc.) plus a low-resolution PDF proof of the advertisement like you expect to see it printed. Please zip all native 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 AOGR contact, **Charlie Cookson** or **Bev Brady**.

**AOGR.com upload area:** When uploading files to the **Advertiser Upload page**, [www.aogr.com/media-center/advertiser-upload](http://www.aogr.com/media-center/advertiser-upload), please follow the instructions on the page. You will receive an email when your file has successfully uploaded.

**FTP.AOGR.com:** When uploading files to the **FTP site**, upload PDFs, or zipped files only. For Username and Password information please contact **Colter Cookson**, or call 800-847-8301.

### Define all colors as CMYK:

Convert all RGB and Pantone PMS spot colors to CMYK process before producing the final PDF. Note: 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.

Do not save TIFF or EPS files with embedded color management profiles or use RGB, LAB or ICC-based profiles, because during the conversion process, a color shift can happen with undesirable results.

### Resolution:

Images should be 300 ppi and line art (bitmap) should be 1200 ppi.

### Maximum ink density:

The total ink density (combination of CMYK percentages) should not exceed 300 percent.

### Line screen:

150 lines per inch.

## 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 become interactive. Please make sure the linked web pages are live prior to submitting your ad.

### Additional Ad Sizes

For dimensions of additional ad sizes available for print, download the **Comprehensive Print Ad Guidelines** from the the **Media Center** at [aogr.com](http://aogr.com).

## Need More Information?

Call 800-847-8301, or email:  
**Nora Mota Magill**  
**Amanda DeMoss**

Find these other resources in the **Media Center** at [www.aogr.com](http://www.aogr.com):  
Comprehensive Print Ad Guidelines  
Editorial Contacts and Personnel  
Editorial Style and Artwork Guidelines  
AOGR: The Information Source  
Circulation (BPA Audit)

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