

# Rate Card #42

RATE CARD #42 IS ISSUED SEPTEMBER 30, 2019

## 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)

	1x	3x	6x	12x	18x	24x	36x
Full	\$6,200	\$5,840	\$5,520	\$5,300	\$5,240	\$5,180	\$5,100
Spread	11,600	11,080	10,420	10,020	9,880	9,740	9,580
1/2 Spread	7,520	7,360	7,240	7,120	7,020	6,980	6,880
1/2 Island	4,360	4,240	4,120	4,100	4,040	4,000	3,960
1/2 Horizontal	4,060	3,980	3,920	3,860	3,820	3,800	3,740

## Black & White Rates

	1x	3x	6x	12x	18x	24x	36x
Full	\$4,600	\$4,240	\$3,920	\$3,700	\$3,640	\$3,580	\$3,500
Spread	9,000	8,480	7,820	7,420	7,280	7,140	6,980
2/3	3,200	3,060	2,960	2,880	2,840	2,800	2,740
1/2 Island	2,760	2,640	2,520	2,500	2,440	2,400	2,360
1/2 Horizontal	2,460	2,380	2,320	2,260	2,220	2,200	2,140
1/3	1,720	1,620	1,560	1,520	1,500	1,480	1,440
1/4	1,260	1,220	1,200	1,160	1,140	1,100	1,080
1/6	880	820	800	780	770	760	740

## Color Rates

	Page/Fraction	Spread
Four color process, extra.....	\$1,600.....	\$2,600
Black + standard color (per), extra.....	720.....	1,200
Black + matched color (per), extra.....	1,040.....	1,980

## Ad Sizes and Specifications

Publication size after trim is 8¼" x 10⅞"; type page is 7¼" x 10". Trim is ⅛" on sides, top and bottom of form. Following pages indicate corresponding ad sizes in decimals.

	1 Column	1½ Column	2 Column	3 Column
Full Page Bleed (before trim)	8½" x 11⅞"			
Full Page (non-bleed)	7¼" x 10"			
Spread Bleed (before trim)	17" x 11⅞"			
Spread (non-bleed)	15½" x 10"			
2/3			4¾" x 10"	7¼" x 6½"
1/2 Island			4¾" x 7¾"	
1/2		3½" x 10"		7¼" x 47/8"
1/3	2¼" x 10"		4¾" x 47/8"	7¼" x 3¼"
1/4	2¼" x 7¾"	3½" x 47/8"	4¾" x 35/8"	7¼" x 2¾"
1/6	2¼" x 47/8"		4¾" x 2¾"	

## Cover Rates & Special Positions

Inside Front Cover (Cover 2)... \$400 extra  
 Inside Back Cover (Cover 3).....300 extra  
 Back Cover (Cover 4).....680 extra  
 Other Specified .....300 extra  
 Cover, column and other monthly special positions cannot be canceled.

## Bleed Rates

Per page (or spread)..... no charge  
 Fractional page, if acceptable..... \$300

## Inserts

Regular earned space rates for standard inserts plus \$600 handling charge for each insert, plus \$1,000 tip-in charge when required.

For nonstandard inserts, submit dummy or layout for specifications and special charges. Single page inserts should be shipped flat and measure 8½" x 11⅞". Maximum paper weight: 80 lb. text.

## Classified Advertising

Standard rates do not apply.  
 Per word, per insertion  
 (min. 25 words, \$75.00)..... \$3.00  
 DISPLAY, per column inch, per  
 insertion ..... \$140.00  
 10% discount on display advertising if  
 three consecutive insertions of the same  
 copy are ordered at one time.

No cash discount allowed on classified.

Closing date for classified advertising is the 24th (or previous business day) preceding the month of publication.

## 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.

## Print Advertising Sales

Bev Brady

Karen Holmes

## Online Advertising Sales

Amanda DeMoss

## Classified Advertising

Yvonne Cookson

## Article Reproductions

Nora Mota Magill

## Advertising Administration

Karen Holmes

## Production

Amanda DeMoss

Nora Mota Magill

## Accounting

Angie Lubbers

## Publisher

Charlie Cookson

North America Toll-Free: .....800-847-8301

International: ..... 001-316-788-6271

Phone:.....316-788-6271

Email: .....[reporter@aogr.com](mailto:reporter@aogr.com)

Website: .....[www.aogr.com](http://www.aogr.com)

## Mail

Please send contracts, insertion orders and advertising correspondence by e-mail, fax or mail to:

The American Oil & Gas Reporter

P. O. Box 343

Derby, KS 67037-0343

## Shipping

Please send all advertising materials, including digital files and color proofs, by email or FTP, or express courier to:

The American Oil & Gas Reporter

1326 E. 79th Street South

Haysville, KS 67060-2217

## 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](http://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 8½" x 11½" with ⅛" trim on all sides. Publication size after trim, hence full page bleed ad size after trim, is 8¼" x 10⅞". 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 8¼" x 10⅞"; type page and non-bleed ad size is 7¼" x 10". AOGR is perfect bound and produced on 60 lb. gloss body stock with 100 lb. gloss cover stock.