

Integrated Print and Online Advertising with The American Oil & Gas Reporter

Rate Card #42 is reissued October 16, 2020.

Four Color Rates (Includes space + four color charge)

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

Bleed Rates

Per page (or spread)	Fractional 1/3V and 1/2H
No charge	\$300

Cover Rates and Special Positions

Inside Front Cover (Cover 2)	Inside Back Cover (Cover 3)	Back Cover (Cover 4)	Other Specified
\$400 extra	\$300 extra	\$680 extra	\$300 extra

Cover, column and special positions can't be canceled.

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

Black & White Rates

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

Color Rates

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

Standard spot colors produced from CMYK:

- PMS 185 (0C-93M-79Y-0K)
- PMS 300 (99C-50M-0Y-0K)
- PMS 347 (93C-0M-100Y-0K)
- Process (0C-0M-100Y-0K)

Publication size after trim is 8¹/₄" x 10⁷/₈" (8.25" x 10.875").
Page bleed ad size is 8¹/₂" x 11¹/₈" (8.50" x 11.125"). Trim is 1/8" (0.125") on sides, top and bottom of form. AOGR is perfect bound and produced on 60 lb. gloss body stock with 100 lb. gloss cover stock.

All print ads are included in AOGR's e-Edition without charge and include a backlink to the designated landing page.

For special match color inks, inserts and tip-ins, contact the publisher.

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.

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).

THE AMERICAN OIL & GAS
REPORTER®

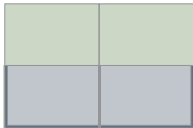
PRINT AD SIZES AND SPECS



FULL PAGE
Bleed: 8.5" x 11.125"
Trim: 8.25" x 10.875"
Live: 7.75" x 10.375"



FULL PAGE SPREAD
Bleed: 17 x 11.125
Trim: 16.5 x 10.875
Live: 16 x 10.375*

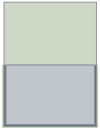


HALF PAGE SPREAD
Bleed: 17 x 5.5 (Ad bleeds on 3 sides)
Trim: 16.5 x 5.375
Live: 16 x 5.125*

*Keep live material 0.375" from the spread gutter trim.



2/3 PAGE (2 COLUMN)
Ad Size: 4.75 x 10



HALF PAGE
Bleed: 8.5 x 5.5 (Ad bleeds on 3 sides)
Trim: 8.25 x 5.375
Live: 7.75 x 5.125



HALF PAGE (3 COLUMN)
Ad Size: 7.25 x 4.875



HALF PAGE ISLAND
Ad Size: 4.75 x 7.375



1/3 PAGE (1 COLUMN)
Ad Size: 2.25 x 10



1/3 PAGE (2 COLUMN)
Ad Size: 4.75 x 4.875



1/4 PAGE (1.5 COLUMN)
Ad Size: 3.5 x 4.875



1/4 PAGE (2 COLUMN)
Ad Size: 4.75 x 3.625



1/6 PAGE (1 COLUMN)
Ad Size: 2.25 x 4.875



1/6 PAGE (2 COLUMN)
Ad Size: 4.75 x 2.375

ADVERT MATERIAL REQUIREMENTS:

- › PDF is the preferred file format. We also accept tif, eps, and native files from the Adobe Creative Suite or QuarkXpress.
- › For full page and fractional bleed ads, please keep any live elements at least 0.25" from the trim.
- › For bleed ads, please include trim crop marks.
- › Resolution for all images must be 300 ppi.
- › Define all colors as CMYK Process. Total ink density must not exceed 300%.
- › All fonts must be embedded.

HOW TO SUBMIT MATERIALS FOR PRINT ADS:

Please email all files less than 40MB to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.

For files greater than 40MB, contact Nora for FTP information or use a free file transfer service addressed to the email above.

DIGITAL AD RATES AND SPECS FOR AOCR.COM

Ad Unit	Rate and Position		Size
	Homepage	Run-of-Site	Desktop (D), Tablet (T), Mobile (M)
Leaderboard	N/A	\$3,000	728x90 D 468x60 T 320x50 M
Banner 1	\$3,000	\$2,000	300x250 D, T 300x50 M



All Homepage sponsorships receive a bonus run-of-site Banner 1.

Integrated Print & Online Discounts: Online advertising placements count toward print advertising frequency discounts. A monthly 12x AOCR print schedule combined with a monthly online banner ad at www.aogr.com earns a special 24x rate. Consult your sales representative for online availability and the special print/online rates.

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.

HOW TO SUBMIT MATERIALS FOR ONLINE ADS:

Please email static or animated ad files to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.