

# Integrated Print and Online Advertising

THE AMERICAN OIL & GAS  
**REPORTER**<sup>®</sup>

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

Rate Card #42 is reissued October 1, 2021.

Four Color Rates (Includes space + four color charge)					
	1x	3x	6x	12x	24x
Full	\$6,200	\$5,840	\$5,520	\$5,300	5,180
Spread	11,600	11,080	10,420	10,020	9,740
1/2 Spread	7,520	7,360	7,240	7,120	6,980
1/2 Island	4,360	4,240	4,120	4,100	4,000
1/2 Horizontal	4,060	3,980	3,920	3,860	3,800

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 other monthly special positions are non-cancellable.

Bleed Rates	
Per page (or spread)	Fractional
No charge	\$500

Please call for fractional ad specs.

Black & White Rates					
	1x	3x	6x	12x	24x
1/3	\$1,720	\$1,620	\$1,560	\$1,520	\$1,480
1/4	1,260	1,220	1,200	1,160	1,100
1/6	880	820	800	780	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)

## Classified Advertising (Standard rates do not apply.)

Per word, per insertion (min. 25 words, \$75.00).....\$3.00  
 DISPLAY, per column inch, per insertion.....\$150.00

Publication size after trim is 8¼" x 10⅞" (8.25" x 10.875"). Page bleed ad size is 8½" x 11⅞" (8.50" x 11.125"). Trim is ⅛" (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.

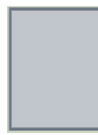
**Cash Discount:** 2% cash discounts are available if paid within 15 days of invoice date. Cash discounts for advertising agencies are also available and figured on net (after agency commission).



## PRINT AD SIZES AND SPECS

### AD FILE GUIDELINES:

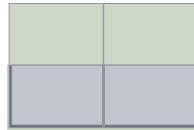
- › PDF is the preferred file format. We also accept tif, eps, and native files from the Adobe Creative Suite or QuarkXpress.
- › For full page and fractional bleed ads, please keep any live elements at least 0.25" from the trim.
- › For bleed ads, please include trim crop marks.
- › Resolution for all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



**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 ISLAND**  
**Ad Size:** 4.75 x 7.375



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



**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



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

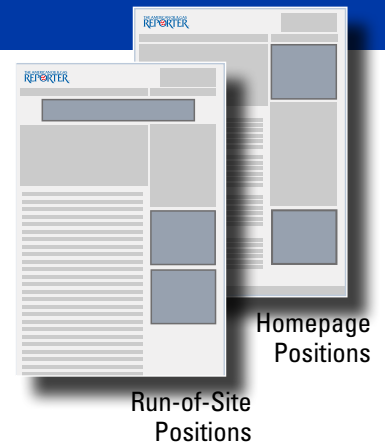
### HOW TO SUBMIT MATERIALS FOR PRINT AND ONLINE ADS:

Please email all files to Nora Mota Magill ([nmotamagill@aogr.com](mailto:nmotamagill@aogr.com)), with a copy to your sales representative.

For files greater than 40MB, contact Nora for FTP information or use a 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.**

Minimum share-of-voice for all banners is 33.3%.

**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](http://www.aogr.com) earns a special 24x rate. Consult your sales representative for online availability.

**Video Guidelines:** For video ads, please provide your static or animated ad with a URL to the video hosting site.

**Online Ad Guidelines:** Accepted file types: png, jpeg, gif (static or animated), HTML5, DHTML, JavaScript/JScript. Please provide a URL for each campaign. 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.

# Get More Information!

Download any of these individual PDFs below:

Schedule of Issues

Print and Online Rates

Full Page Ad Guidelines Brief

Online Banner Ad Guidelines

Writer Style Guidelines

AOGR: The Information Source

Circulation (BPA Audit)

Or find them all in the Media Center:  
[www.aogr.com/media-center/media-file](http://www.aogr.com/media-center/media-file).

