The American Oil & Gas Reporter
serves the nation’s producer/operator associations
as their Official Publication

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President: Andy Miller
Flywheel Energy

President: Brandi Stennett
Pioneer Oil Company Inc.

Chief Executive Officer: Rock Ziemann
Chairman: Steve Layton
E&B Natural Resources

President: Edward Cross
Chairman: Andrea Krauss
John O. Farmer Inc.

COGA

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President: Chris McGown
Hurricane Services Inc.

Executive Director: Ryan Watts
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Chairman: Michael Land
Terra Energy Partners

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Sound Energy
The American Oil & Gas Reporter is a one and only. AOGG’s editorial integrity is respected the world over as being uniquely independent. Content sets the bar of editorial excellence with its rare breed of traditional journalism that readers trust and advertisers respect. AOGG is designed for oil and gas producers and operators, their allied geophysical, drilling and service contractors, and the equipment manufacturing, service and supply firms that serve them. The “Better Business” publication of the industry, AOGG is especially tailored for U.S.-based independents.

Content reflects the interests of C-suite executives and operations managers in the legislative, regulatory, and financial market trends and developments that shape the economics of all operations. It also reflects their interests in new technology and its economic implications, as well as overall geophysical, geological and engineering innovations in the fields of exploration, drilling, completions and production of oil and gas, both as to methodology and equipment.
Business Intelligence

Information is at the core of every business process. Every transactional opportunity. Every operational success. It is the lifeblood of the modern oil and gas industry. That is why every issue of The American Oil & Gas Reporter features in-depth market and financial analysis alongside the latest technological breakthroughs and field case studies. U.S. independent oil and gas producers count on “their” publication to deliver the intelligence they need to make informed business decisions and differentiate their strategies. They know AOGR not only will get the story, but it will get the story right, thanks to its relationships with more than two dozen regional and state independent producer/operator associations.

Technology Innovation

Recognizing that technology enables independents to transform business decisions into successful projects, AOGR’s monthly special reports cover all technical disciplines and upstream operating environments. Shaped by insights from industry thought leaders and technical societies, and delivered in the form of editorial contributions from expert guest authors, AOGR’s special reports translate the academic language and scientific concepts of technology innovation into business practices that readers can leverage to improve bottom-line performance!
AOGR Also Covers These National Associations And Professional Societies:

- American Exploration & Production Council
- American Association of Petroleum Geologists
- American Gas Association
- American Petroleum Institute
- Association of Energy Service Companies
- Domestic Energy Producers Alliance
- Energy Workforce & Technology Council
- GPA Midstream
- Gas Compressor Association
- Independent Petroleum Association of America
- International Association of Drilling Contractors
- International Association of Geophysical Contractors
- Interstate Oil & Gas Compact Commission
- National Ocean Industries Association
- National Oil Shale Association
- National Stripper Well Association
- Natural Gas Supply Association
- Society of Exploration Geophysicists
- Society of Petroleum Engineers
- Society of Petrophysicists and Well Log Analysts
SPECIAL REPORTS
2022 Industry Outlook
AOG’s Signature Tech Trends
Capital Formation
Production Technology

THE 2022 SERIES
Resource Play Science – Part 1
Upping EUR

OFFICIAL CONVENTION NEWS*
GO-WV – West Virginia

OTHER SCHEDULED EVENT DISTRIBUTION**
NAPE Summit
SPE Hydraulic Fracturing Technology Conference

SPECIAL REPORTS
Permian Powerhouse & Logistics
Water Management & Recycling
IOR and EOR Chemistry

THE 2022 SERIES
Resource Play Science – Part 2
Real-Time Diagnostics

OFFICIAL CONVENTION NEWS
IOGA – Illinois
OOGA – Ohio
LOGA – Louisiana

OTHER SCHEDULED EVENT DISTRIBUTION
IADC/SPE International Drilling Conference and Exhibition
SPE/ICoTA Well Intervention Conference & Exhibition

SPECIAL REPORTS
Gas Production & Processing
ESG Certification Strategies
Haynesville Playmakers

THE 2022 SERIES
Resource Play Science – Part 3
Frac Tech Advancements

OFFICIAL CONVENTION NEWS
TIPRO – Texas
PIOGA – Pennsylvania

OTHER SCHEDULED EVENT DISTRIBUTION
AADE Fluids Conference & Exhibition
Energy Workforce & Technology Conference
GCA Expo & Conference
SPE Improved Oil Recovery Conference

*The Official Convention News indicates the acronyms and geographic areas of the 28 oil and gas producer/operator associations The American Oil & Gas Reporter serves as Official Publication.
APRIL

SPECIAL REPORTS
Drilling Tools & Assemblies
Optimizing Laterals
Production Chemistry

THE 2022 SERIES
The Innovators – Part 1
Reserves-Based Lending Comeback

OFFICIAL CONVENTION NEWS
KIOGA – Kansas
TOGA – Tennessee
The Texas Alliance of Energy Producers

OTHER SCHEDULED EVENT DISTRIBUTION
Offshore Technology Conference
Multiphase Pump Users Roundtable

MAY

SPECIAL REPORTS
Gas Compression Technology
Wellsite Logistics
Human Resource Solutions
Mid-Continent Playmakers

THE 2022 SERIES
The Innovators – Part 2
Private Producers and Non-Ops

OFFICIAL CONVENTION NEWS
CIPA – California
The Petroleum Alliance of Oklahoma

OTHER SCHEDULED EVENT DISTRIBUTION
AAPG Annual Convention & Exhibition

JUNE

SPECIAL REPORTS
Artificial Lift Technology
ESG Success Stories
Offshore & Subsea Projects
Permain Basin Playmakers

THE 2022 SERIES
The Innovators – Part 3
Tech Startups

OFFICIAL CONVENTION NEWS
VOGA – Virginia
KOGA – Kentucky
OEPA – Oklahoma Energy Producers Alliance

OTHER SCHEDULED EVENT DISTRIBUTION
IPAA Annual Meeting
Unconventional Resource Technology Conference (URTeC)

**In addition to association conventions, AOGR is distributed at industry business conferences as well as technical society events. Please consult your sales representative for additional distribution updates.**
JULY

SPECIAL REPORTS
AOGR’s New Tech Issue:
Remote Monitoring and Control
Wellsite Security
Geophysics & Analytics
Rocky Mountain Playmakers

THE 2022 SERIES
Horizontal Reservoir Optimization – Part 1
Development Architectures

OFFICIAL CONVENTION NEWS
IPANM – New Mexico
TIPRO – Texas

OTHER SCHEDULED EVENT DISTRIBUTION
The Rocky Mountain Energy Summit

AUGUST

SPECIAL REPORTS
Hydraulic Fracturing
Metering & Measurement
LACT Technology
Natural Gas Playmakers

THE 2022 SERIES
Horizontal Reservoir Optimization – Part 2
Engineering Completions

OFFICIAL CONVENTION NEWS
EKOGA – Eastern Kansas
KIOGA – Kansas
NDPC – North Dakota
PAW – Wyoming

OTHER SCHEDULED EVENT DISTRIBUTION
American School of Gas Measurement Technology
GPA Midstream Convention

SEPTEMBER

SPECIAL REPORTS
Reservoir Modeling
Pad Production Logistics
OCTG: Alloys & Composites
Crude Oil Markets Update

THE 2022 SERIES
Horizontal Reservoir Optimization – Part 3
Refrac Economics

OFFICIAL CONVENTION NEWS
AIPRO – Arkansas
INOQA – Indiana

OTHER SCHEDULED EVENT DISTRIBUTION
SPE Annual Technical Conference and Exhibition
SEG/AAPG IMAGE
Editorial submissions, complete with high-resolution graphics and author biographies are due the first of the month preceding the month of publication. Advertising files are due approximately mid-month.

For general editorial enquiries, including technical, business, and financial submissions, contact:
- Colter Cookson: colter.cookson@aogr.com, or
- Charlie Cookson: ccookson@aogr.com, or
- Tim Beims: tbeims@aogr.com, 785-243-7194

For producer/operator association news, contact Del Torkelson: dtorkelson@aogr.com

Please send all press releases to pressreleases@aogr.com.

The American Oil & Gas Reporter’s e-Edition posts along with website exclusives after subscriber magazines mail. U.S. land rig & frac spread counts and the events calendar are updated every Friday. Oil and natural gas cash and three-month futures prices are updated every 11 minutes at aogr.com.
Integrated Print and Online Advertising with The American Oil & Gas Reporter

Rate Card #42 is reissued October 1, 2021.

<table>
<thead>
<tr>
<th>Four Color Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tr>
<td>Full</td>
<td>$6,200</td>
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<td>1/2 Island</td>
<td>$4,360</td>
<td>$4,240</td>
<td>$4,120</td>
<td>$4,100</td>
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<tr>
<th>Black &amp; White Rates</th>
<th>1x</th>
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<tbody>
<tr>
<td>1/3</td>
<td>$1,720</td>
<td>$1,620</td>
<td>$1,560</td>
<td>$1,520</td>
<td>$1,480</td>
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<td>$1,220</td>
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<td>$1,160</td>
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<tr>
<td>1/6</td>
<td>$880</td>
<td>$820</td>
<td>$800</td>
<td>$780</td>
<td>$760</td>
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<table>
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<tr>
<th>Color Rates</th>
<th>Page/Fraction</th>
<th>Spread</th>
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<tbody>
<tr>
<td>Four color process, extra</td>
<td>$1,600</td>
<td>$2,600</td>
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<tr>
<td>Black + standard color (per), extra</td>
<td>720</td>
<td>1,200</td>
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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)

<table>
<thead>
<tr>
<th>Classified Advertising (Standard rates do not apply.)</th>
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<tr>
<td>Per word, per insertion (min. 25 words, $75.00)...........$3.00</td>
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<tr>
<td>DISPLAY, per column inch, per insertion ................. $150.00</td>
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Publication size after trim is 8¼” x 10¾” (8.25" x 10.875"). Page bleed ad size is 8½” x 11¾” (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).
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 AOGGR 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.

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.
The American Oil & Gas Reporter publishes bylined articles in a feature-style format rather than a technical paper format. AOGOR encourages interested authors to submit abstracts or outlines of proposed articles 60-90 days ahead of the planned month of publication.

**AOGOR publishes:**
- Field case study success stories relating to new technologies, applications and best practices, preferably co-authored by an oil and gas operator;
- Management-level perspectives on technology, business, finance, markets, etc.;
- Advice on dealing with complex operational issues and business challenges;
- Analyses of business trends and regulatory developments; and
- Other pieces that can help U.S.-based independent producers run their businesses safely and efficiently.

AOGOR readers include executives and managers of independent producer/operator companies, as well as technical and operations personnel. They typically are disciplined in geology, geophysics and petroleum engineering, as well as business and finance. Because readers rely on AOGOR’s print pages and online information for ways to improve business performance, technical articles should focus on what a technology does and its bottom-line benefits. Readers are especially interested in case studies that demonstrate solutions to exploration, drilling, completion and production challenges and problems, as well as experts’ insights on business trends and new technologies.

**To stand out:**
- Address the specific interests of executives, operations managers and technical personnel at U.S.-based independent oil and gas companies.
- Describe technology generically without mentioning product, service or trademark names. Readers realize most technologies discussed in an article are owned by the authors’ companies.
- Consider both the operational and economic impacts of new technologies and methodologies.
- Focus on educating readers and sharing expertise rather than promoting products.
- Use real-world examples to make abstract concepts concrete.
- Share application data and results to demonstrate a technology’s benefits.
- Recruit a producer/operator as co-author.

**Additional tips:**
- Be concise but thorough enough to adequately cover the topic (article lengths are typically 1,800-2,200 words).
- Limit the number of photos, figures, tables and other illustrations to four.
- Do not use technical paper-style footnotes or references.
- Assume readers understand oil and gas workflows and processes.
- Include a biographical sketch that starts with the author's position and contains three or four sentences on relevant work experiences, industry accomplishments and formal education.
- Augment the bio with a high-resolution (300 ppi or higher) coat-and-tie color “headshot.”
- Have fun and be creative!

Editorial submissions, complete with high-resolution graphics and author biographies are due the first of the month preceding the month of publication. For general editorial enquiries, including technical, business, and financial submissions, contact:
Colter Cookson: colter.cookson@aogr.com, 800-847-8301; or Tim Beims: tbeims@aogr.com, 785-243-7194.

For producer/operator association news, contact Del Torkelson at dtorkelson@aogr.com or 800-847-8301.

Please send all press releases to pressreleases@aogr.com.
Ideally, feature-length editorial submissions should include two to four photos, figures or graphs, as well as coat-and-tie mug shots of the authors. This encourages people to read the authors’ thoughts by allowing us to break up the text during layout so the article looks fresh and inviting. The best images:

- Help illustrate or reinforce the article’s points;
- Catch page-flippers’ eyes; and
- Cast the oil and gas industry in a positive light.

Take the time to get compelling images! The right image truly is worth a thousand words, and sometimes one that is especially striking will be the tiebreaker when we’re deciding which article to make the cover story or section lead.

To ensure they look as stunning in print as they do on screen, images must be a reader-friendly size at a resolution of 300 pixels per inch. For most inset photos, the minimum size is six inches wide by the corresponding depth. Almost any photo taken with a modern camera or smart phone will meet this requirement, but only if we receive the original file rather than a version that has been compressed for use online. Screenshots generally are too small, but you can get around that by photographing someone working with the software or the device running it.

Please describe each image (whether it is a photo or schematic) you submit! Knowing an image shows pumpjacks in the Permian Basin or drilling rigs in the SCOOP/STACK play in Oklahoma will help us write accurate cutlines and place the image near the right text.

AOGR is always interested in high-quality field photography for covers and/or lead article layouts. To maximize these photos’ visual impact, they should be at least 9 inches wide by 12 inches tall at 300 ppi if oriented vertically (portrait), or 17 inches wide by 12 inches tall at 300 ppi if oriented horizontally (landscape).

We prefer tif or eps files, but can work with images created in Photoshop, InDesign, Illustrator and Microsoft Office Excel, Word and PowerPoint, as well as high-resolution PDFs. Before sending PDFs, please turn off any security features or “locks.”

All artwork should be converted to CMYK or grayscale. If necessary, we will convert RGB-, LAB- and ICC-based colors to CMYK process colors so they are compatible with print requirements.

AOGR accepts files totaling less than 40 MB by email or at the AOGR Editorial Upload page: https://www.aogr.com/media-center/editorial-upload. For files greater than 40MB, please transfer the file to the editor’s email.

For technical questions about AOGR image guidelines, please contact Nora Mota Magill at nmotamagill@aogr.com or at 800-847-8301.
Why should I send press releases to The American Oil & Gas Reporter?
AOGR reaches executives, managers and senior professionals at U.S.-based exploration, drilling and production companies, as well as the service companies, consultants and financiers who assist them. These individuals often have the clout and expertise to influence decisions, so if we publish your release, it may help you secure new business.

Even if we don’t have space to run the release, submitting it still may prove beneficial. We often save releases to remind ourselves about companies that may be strong sources for future articles.

What should a press release contain?
The ideal press release:
1. Begins with a one or two-sentence paragraph that announces noteworthy news, such as a new product, an award or a facility expansion;
2. Spends two or three paragraphs describing the news in greater detail and explaining why it matters to our readers;
3. Closes with a phone number, website or generic e-mail address (e.g., “sales@yourcompany.com”) that readers can use to get more information.

If the release is about a new hire or promotion, we only need a paragraph or two that identifies the individual’s position, outlines what that position involves if the title is unclear, and highlights past experience or accomplishments to show why the individual was selected.

What counts as noteworthy news?
We look for news that can help an executive or professional at a producer or service firm solve problems or make decisions. For example, we frequently run announcements about:
1. New products or upgrades to existing products that improve safety and efficiency;
2. New case studies, client contracts or milestones that show the helpfulness of a product or service;
3. Acquisitions, facility expansions or new hires that improve a company’s ability to meet our readers’ needs;
4. Certifications, awards or accolades that suggest a company will be a strong partner to our readers; or
5. Donations, charity work or environmental initiatives that show a company is one our readers would love to support.

We almost never run releases that merely describe an existing product or company, even if regulatory changes or market trends have made that product more relevant.

How much do you charge to run a press release?
Nothing. Asking for money to share news would reduce our credibility with readers, whose attention and respect we value.

How can I maximize the chance a well-written, relevant press release will run?
1. Make the link to our readers’ interests as clear as possible. For example, a release about communications hardware that is designed for several industries should mention its oil and gas applications.
2. Follow up a few days after sending the release. We write to help AOGR’s producer/operator readers, as well as those who market to them, so we often give a release a second look if we know someone will smile if it appears in print.
3. Support industry associations, charities, events and media. Like most companies, we love working with people who believe in helping others.

How do I submit a release? E-mail it to pressreleases@aogr.com.

Where will my press release appear?
In the magazine, companion e-Edition, and now press releases are posted at AOGGR.com to simplify online sharing.
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: