

# Writer Style Guidelines



# Editorial Guidelines

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

## AOGR 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.

AOGR 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 AOGR'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](mailto:pressreleases@aogr.com).

# Artwork Guidelines

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](mailto:nmotamagill@aogr.com) or at 800-847-8301.

Please zip the image files and send them to the editor you are working with:

- Colter Cookson: [colter.cookson@aogr.com](mailto:colter.cookson@aogr.com)
- Tim Beims: [tbeims@aogr.com](mailto:tbeims@aogr.com)
- Del Torkelson: [dtorkelson@aogr.com](mailto:dtorkelson@aogr.com)



# Press Releases: Q&A

## **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](mailto:pressreleases@aogr.com).

## **Where will my press release appear?**

In the magazine, companion e-Edition, and now press releases are posted at [AOGR.com](http://AOGR.com) to simplify online sharing.



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