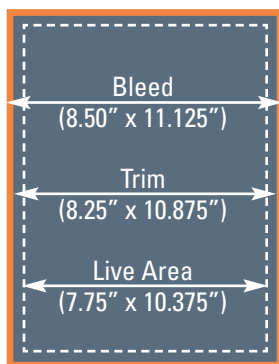


# Full Page Ad Guidelines

Print ad files function for both the magazine and e-Edition.

## Digital File Specifications

AOGR is produced in a PDF workflow. All fonts must be embedded. We accept QuarkXpress, InDesign, Illustrator and Photoshop files, and .tif and .eps files.



**Full page trim size:**  
8.25" x 10.875"

### Bleed:

8.50" x 11.125"

0.125 is trimmed off  
all four sides.

*Keep essential material  
contained within the live  
area: 0.25" from the head,  
foot, face and gutter trim.*

### Define all colors as CMYK

Convert all RGB and Pantone PMS spot colors to CMYK process before producing the final PDF. Note: To maintain color quality, please convert all PMS Match, Spot, RGB or Lab colors to CMYK process in the native application or as far upstream as possible.

Do not save .tif or .eps files with embedded color management profiles or use RGB, LAB or ICC-based profiles, because during the conversion process, a color shift can happen with undesirable results.

### Resolution

Images should be 300 ppi and line art (bitmap) should be 1200 ppi.

### Maximum ink density

The total ink density (combination of CMYK percentages) should not exceed 300 percent.

### Line screen:

150 lines per inch.

### The AOGR Digital Magazine

We provide an additional opportunity for the readers to view and interact with your advertisement. When we post the issue online any email or web address displayed in the ad become interactive. Please make sure the linked web pages are live prior to submitting your ad.

### Additional Ad Sizes

For dimensions of additional ad sizes available for print, download the Integrated Print and Online Advertising PDF from the Media Center at [aogr.com](http://aogr.com).

## Digital File Routing Options

When sending a high-resolution PDF, send only the PDF. When sending native files, include all elements (images, graphics, fonts, etc.) plus a low-resolution PDF proof of the advertisement like you expect to see it printed. Please zip all native files into one folder.

**Email:** Please email all files to Nora Mota Magill at [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.

**AOGR.com upload area:** When uploading files to the Advertiser Upload page, please follow the instructions on the page. You will receive an email when your file has successfully uploaded.

## NEED MORE INFORMATION?

Call 800-847-8301, or email:

- › Nora Mota Magill
- › Amanda DeMoss

Find these other resources in the Media Center at [www.aogr.com](http://www.aogr.com)

- › 2022 Media File
- › Schedule of Issues
- › Print and Online Rates
- › Online Banner Ad Guidelines
- › Writer Style Guidelines
- › AOGR: The Information Source
- › Circulation (BPA Audit)

THE AMERICAN OIL & GAS  
**REPORTER**  
[www.aogr.com](http://www.aogr.com)