

Print and Online Advertising Rates



The Magazine Powerhouse

The American Oil & Gas Reporter

Rate Card #43 is re-issued October 15, 2024

Four-Color Rates (Includes Space and 4-Color)

	1x	3x	6x	12x	24x
Full Page	\$6,400	\$6,100	\$5,800	\$5,500	\$5,300
Spread	12,200	11,600	11,000	10,400	10,000
1/2 Spread	7,840	7,680	7,560	7,400	7,320
2/3 Page	4,800	4,660	4,560	4,480	4,400
1/2 Island	4,540	4,410	4,280	4,260	4,160
1/2 Horizontal	4,220	4,140	4,080	4,000	3,960

Fractional Ad Rates (4-Color or Black & White)

		1x	3x	6x	12x	24x
1/3 Page	4C	\$2,680	\$2,580	\$2,520	\$2,480	\$2,440
	BW	1,780	1,680	1,620	1,580	1,540
1/4 Page	4C	2,220	2,160	2,140	2,100	2,040
	BW	1,320	1,260	1,240	1,200	1,140
1/6 Page	4C	1,820	1,760	1,740	1,720	1,700
	BW	920	860	840	820	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	\$600 extra	\$300 extra

Cover, column and other monthly special positions are non-cancellable.

Bleed Rates

Per page (or spread)	Fractional
No charge	\$300

Please call for fractional bleed ad specs.

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

Per word, per insertion (min. 25 words, \$125) \$5
 DISPLAY, per column inch, per insertion. \$200

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. Add \$1,200 (spread \$1,900) to earned rate.



Industry Information Central

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.

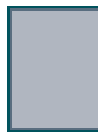
Agency Discount: 15% discounts on gross billings for space, color, bleed and position charges are available to advertising agencies. Payment is due within 60 days of invoice date. The advertiser and its agency are jointly and severally liable for the payment of invoices for advertising.

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

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

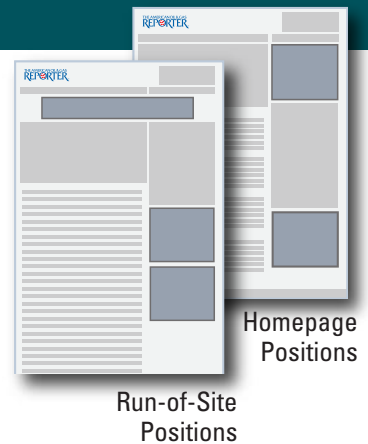
HOW TO SUBMIT MATERIALS FOR PRINT AND ONLINE ADS:

Please email all CMYK print and RGB online files 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 file transfer service that can email a download link to Nora.

INTEGRATED PRINT & ONLINE ADVERTISING: 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	\$4,000	\$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. For example, a monthly 12x AOCR print schedule combined with a monthly online banner ad at www.aogr.com earns a 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.