



Welcome To AOGR's Media Planner.

*Make Lasting Impressions
To Drive Your Business Growth!*

Leverage AOGR's all-original content and paid print circulation
for 30,000-plus C-suite executives and field directors
who orchestrate exploration, drilling, completions, and production.



Elevating Industry Intel

2026 AOGR Media File



The industry's journey in recent years has had more than a few surprising turns and included key milestone markers for AOGR's readers, America's oil and gas producers and operators. With every step along the way, technology has incrementally adapted and evolved to create an ever-sharper cutting edge. The push into deep offshore waters was certainly one of those defining moments that spawned an entirely new set of technical capabilities. More recently, the development of shale plays has completely reimaged onshore activity, driving progressive step changes in drilling, completion, and production technologies and methodologies.

Is a new era now on the American energy horizon and is a new mile marker in industry innovation fast approaching? There are clear indicators that the path forward is encouraging. There is a new ball game in resource plays. After consolidation, many players have emerged bigger and stronger than ever. Of course, during every such cycle, subsequent asset divestitures open new doors of opportunities for brand new companies, most often led by industry veterans. At the same time, the core technologies pioneered in shale plays are now being applied in all types of fields, including mature conventional properties.

The oil and gas business has always been high tech but learning from the lessons of first deepwater and then shale development, operators are seeking to reach new heights by relentlessly honing the tip of the technology spear. Regardless of the type of operation or reservoir target, "continuous improvement" is not merely a slogan or aspirational goal, but an absolute necessity in a marketplace that is continuously transforming. Business intelligence and smart technologies are both essential requirements to success.

That is where The American Oil & Gas Reporter comes in. Like its readers, AOGR strives to continuously enhance its editorial product by providing actionable insights and "real" intelligence on technology trends, best practices, market dynamics, and regulatory/legislative issues that producers/operators cannot find elsewhere. The combination of exclusive content from the regional and state independent producer/operator associations AOGR serves as official publication, along with real-world applications of advanced technologies and techniques in monthly special reports gives readers trusted micro information to help them formulate macro big-picture strategies.

AOGR's Schedule of Issues provides a road map to achieving improved business performance in 2026. Content keeps operators informed about the latest developments across the board. For advertisers, AOGR presents high-value opportunities to deliver tailored messaging to help industry decision makers, geoscientists, and petroleum engineers improve performance and guide their companies' journeys through 2026 and beyond.

Continuously Improving, Constantly Evolving

THE AMERICAN OIL & GAS
REPORTER
Elevating Industry Intel



JANUARY 2026

Advertising Files Due: December 23

SPECIAL REPORTS

AOGR's Signature Issue!

Industry Outlook 2026

Game Changing Tech Trends

Production Tech & Site Emissions

Eagle Ford Activity Update

THE 2026 SERIES

Resource Science – Part 1:

Real-Time Diagnostics In Ultralong Laterals

OFFICIAL CONVENTION NEWS

GO-WV – West Virginia

LOGA – Louisiana Oil & Gas Association

OTHER SCHEDULED EVENT DISTRIBUTION

SPE Hydraulic Fracturing Technology Conference

NAPE SUMMIT 2026

SGA Technical Conference

FEBRUARY

Advertising Files Due: January 23

SPECIAL REPORTS

Water Management & Logistics

IOR and CO₂ EOR Update

Well Stimulation Tech & Chemistry

Permian Basin Activity Update

THE 2026 SERIES

Resource Science – Part 2:

Recompletions and CT Tech

OFFICIAL CONVENTION NEWS

OOGA – Ohio

OTHER SCHEDULED EVENT DISTRIBUTION

Permian Basin Water In Energy Conference

Oilfield Chemical Series North America

MARCH

Advertising Files Due: February 20

SPECIAL REPORTS

Gas Processing & Conditioning

Remote Emissions Detection

Pipeline & LNG Expansions

Haynesville Activity Update

THE 2026 SERIES

Resource Science – Part 3:

Repurposing Field Gas

OFFICIAL CONVENTION NEWS

OEPA – Oklahoma

TIPRO – Texas

IOGA – Illinois

OTHER SCHEDULED EVENT DISTRIBUTION

GCA Annual Conference & Exhibition

Southwestern Petroleum Short Course (SWPSC)

AADE Technical Conference & Exhibition

The Official Convention News indicates the acronyms and geographic areas of the 27 oil and gas producer/operator associations The American Oil & Gas Reporter serves as Official Publication.

APRIL

Advertising Files Due: March 20

SPECIAL REPORTS

Drilling and Completion Synergies
Casing Long Laterals
Capital Sources Update
Williston Basin Activity

THE 2026 SERIES

HS&E Trendsetters – Part 1:
Producers and Operators

OFFICIAL CONVENTION NEWS

KIOGA – Kansas

OTHER SCHEDULED EVENT DISTRIBUTION

NDPC Williston Basin Petroleum Conference
SPE Improved Oil Recovery Conference
Eastern Gas Compression Roundtable (EGCR)

MAY

Advertising Files Due: April 17

SPECIAL REPORTS

Gas Compression Technology
Natural Gas Conditioning
Drilling & Completing Ultralong Laterals
Mid-Continent Activity

THE 2026 SERIES

HS&E Trendsetters – Part 2:
Casing, Cementing & Fracturing

OFFICIAL CONVENTION NEWS

Petroleum Alliance of Oklahoma
CIPA – California
TOGA – Tennessee

OTHER SCHEDULED EVENT DISTRIBUTION

Unconventional Resources Technology Conference (URTeC)
Independent Petroleum Association of America (IPAA)

JUNE

Advertising Files Due: May 15

SPECIAL REPORTS

Artificial Lift Tech
Water & Completion Chemistry
Drilling and Wellbore Integrity
Permian Basin Powerhouse

THE 2026 SERIES

HS&E Trendsetters – Part 3:
Industry Infrastructure

OFFICIAL CONVENTION NEWS

IPANM – New Mexico
KOGA – Kentucky
VOGA – Virginia

OTHER SCHEDULED EVENT DISTRIBUTION

SGA 2026 Safety Conference

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

Advertising Files Due: June 19

SPECIAL REPORTS

AOGR's New Tech Issue!

Field Automation

Leveraging Enterprise Systems

Industry Infrastructure Insights

THE 2026 SERIES

Power Generation – Part 1:

Dual-Fuel & Turbines

OFFICIAL CONVENTION NEWS

COGA – Colorado

PAW – Wyoming

OTHER SCHEDULED EVENT DISTRIBUTION

SEG/AAPG IMAGE

SPE Electric Submersible Pumps Symposium

AUGUST

Advertising Files Due: July 17

SPECIAL REPORTS

Proppant Diverter Conveyance

Hydraulic Frac Tech

Emissions Abatement Tech

Natural Gas Playmakers

THE 2026 SERIES

Power Generation – Part 2:

The Grid & Distributed Power

OFFICIAL CONVENTION NEWS

KIOGA – Kansas

NDPC – North Dakota

EKOGA – Eastern Kansas

OTHER SCHEDULED EVENT DISTRIBUTION

American School of Gas Measurement Technology (ASGMT)

GMRC Gas Machinery Conference

GPA Midstream

SEPTEMBER

Advertising Files Due: August 21

SPECIAL REPORTS

Fueling Well Fracturing

Unique Laterals & Geosteering

AI Implementation

Rocky Mountain Playmakers

THE 2026 SERIES

Power Generation – Part 3:

Engine & GenSet Tech

OFFICIAL CONVENTION NEWS

PBPA – Permian Basin

NMOGA – New Mexico

PIOGA – Pennsylvania

OTHER SCHEDULED EVENT DISTRIBUTION

Oklahoma Oil & Natural Gas Expo (OERB)

SPE Annual Technical Conference & Exhibition (SPE ATCE)

The American Oil & Gas Reporter's e-Edition posts at AOGR.com along with website exclusives after subscriber magazines mail. U.S. land rigs, 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.

OCTOBER

Advertising Files Due: September 18

SPECIAL REPORTS

Well Control & Industry Training
Field Safety Best Practices
Water Management Strategies
Permian Producer/Operator Kingpins

THE 2026 SERIES

Capital Resources – Part 1:
Financial Options & Resources

OFFICIAL CONVENTION NEWS

Texas Alliance of Energy Producers
Panhandle Producers – Texas

OTHER SCHEDULED EVENT DISTRIBUTION

OCTG & Line Pipe Forecasting Summit

NOVEMBER

Advertising Files Due: October 16

SPECIAL REPORTS

Oil and Gas Computing
AI Implementation
Production Chemistry
Marcellus/Utica Activity Update

THE 2026 SERIES

Capital Resources – Part 2:
Private Equity and A&D

OFFICIAL CONVENTION NEWS

AIPRO – Arkansas

OTHER SCHEDULED EVENT DISTRIBUTION

IADC Annual Meeting
The CO₂ EOR Conference

DECEMBER

Advertising Files Due: November 20

SPECIAL REPORTS

Natural Gas White Papers
Water Reuse and Frac Chemistry
Operations Safety and Best Practices
Industry Insurance Update

THE 2026 SERIES

Capital Resources – Part 3:
The Role of Non-Ops

OFFICIAL CONVENTION NEWS

IOGANY – New York

OTHER SCHEDULED EVENT DISTRIBUTION

IPAA Private Capital Conference
POWERGEN International

For technical and business editorial inquiries,
please call 800-847-8301, or contact:

Colter Cookson: colter.cookson@aogr.com

Danny Boyd: dboyd@aogr.com

Charlie Cookson: ccookson@aogr.com

For producer/operator association news, contact
Andrew Linnabary: alinnabary@aogr.com

For advertising reservations and/or questions, contact
Karen Holmes: kholmes@aogr.com
Nora Mota Magill: nmotamagill@aogr.com
Lindsey Cookson: lindsey.cookson@aogr.com

The Magazine Powerhouse The American Oil & Gas Reporter

Rate Card #43 is reissued October 15, 2025

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 and 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) per matched color to earned rate.

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.

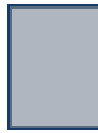
Cash Discount: 2% cash discounts are available if paid within 15 days of invoice date. Cash discounts for advertising agencies are also available and figured on net (after agency commission).



PRINT AD SIZES AND SPECS | Print ad files function for both the magazine and e-Edition.

AD FILE GUIDELINES:

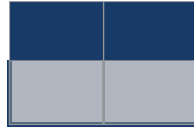
- › PDF is the preferred file format. We also accept tif, eps, and native files from the Adobe Creative Suite or QuarkXpress.
- › For full page and fractional bleed ads, please keep any live elements at least 0.25" from the trim.
- › For bleed ads, please include trim crop marks.
- › Resolution for all 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

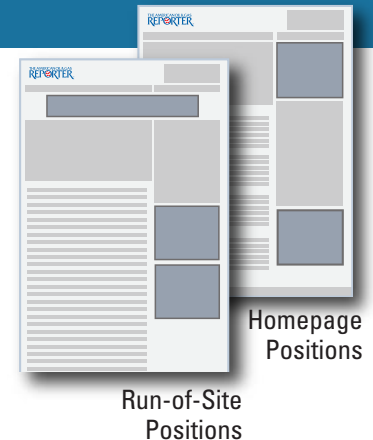
HOW TO SUBMIT MATERIALS FOR PRINT AND ONLINE ADS:

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, use a file transfer service addressed to the email above.

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.

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 in the PDF. We also accept files produced in Adobe Creative Suite and QuarkXpress, and .tif and .eps file formats.

Define all colors as CMYK

Convert all RGB and PMS spot colors to CMYK process before producing the final PDF.

Any ads with noncompliant colors will be converted to CMYK. Our team will provide a preproduction PDF proof after converting the colors.

Resolution

Images should have a resolution of 300 ppi when placed at 100%.

Maximum ink density

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

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 Print and Online Advertising Rates from the Media Center at www.aogr.com/media-center/media-file.

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 send all files to Nora Mota Magill at nmotamagill@aogr.com, with a copy to your sales representative.

For files greater than 40MB, use a file transfer service addressed to the email above.



Full page magazine 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.*

Online Banner Ad Guidelines

www.aogr.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



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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 are 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.

HOW TO SUBMIT MATERIALS FOR ONLINE ADS:

Please email static or animated RGB ad files to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.

NEED MORE INFORMATION?

Email Nora Mota Magill or Amanda DeMoss
nmotamagill@aogr.com | ademoss@aogr.com

800-847-8301 | P.O. Box 343 Derby, Kansas 67037 | www.aogr.com

AOGR
Elevating Industry Intel

The American Oil & Gas Reporter

serves the nation's producer/operator associations

as their Official Publication



Executive Director: Anna Swaim
President: Jay Prudhomme
Merit Energy Co.

President: Travis Thompson
Travis Thompson Oil Corp.



Chief Executive Officer: Rock Ziermann
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RMX Resources

Chairman: Jennifer Mull
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Chevron Corp.

President: Shawn Bailey
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Executive Director: Brian Posler
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Verde Oil Company

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President Charlie Burd
Chair: Craig Colombo
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President: Mike Moncla
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President: Ryan Mitchell
Mitchell Drilling

President: Missi Currier
Chairman: Clint Walker
Cudd Energy Services



President: Tim Hull
Empire Energy

President: Ron Ness
Chairman: Todd Slawson
Slawson Exploration Co.



Executive Director: Jim Winchester
President: Jared A. Hembree
Hinkle Shanor LLP

President: Rob Brundrett
Chairman: Chris Kimble
Kimble Companies





Associate Director: Jamie Whitefield
Chairman: Tom McCasland
Mack Energy Co.

President: Pete Obermueller
Chairman: Shelley Shelby
Continental Resources Inc.



Executive Director: Catherine Meck
Chairman: Richard Beyea
Remnant Energy Inc.

Executive Secretary: Kendra Landaker
President: Henry "Winnie" Sinnott
Buckeye Oil Producing Co.



President: Daniel J. Weaver
Chairman: Michael Hillebrand
Huntley & Huntley Inc.

President: Chuck Laine
Chairman: Gary Bible
Cougar Dome, LLC



Executive Director: Tony Fry
President: Martin Graves
Insulation Products Inc.

President: Karr Ingham
Chairman: Jason Herrick
Pantera Energy Co.



President: Ben Shepperd
Chairman: Jeff Sparks
Discovery Operating

President: Ed Longanecker
Chairman: T. Grant Johnson
Lone Star Production Co.



President: Brook Simmons
Chairman: Kim Hatfield
Crawley Petroleum Corp.

President: Lawton Mullins
Natural Resource Services Inc.



THE AMERICAN OIL & GAS REPORTER®

The American Oil & Gas Reporter's editorial integrity is respected the world over as being unique and original. Content sets the bar of editorial excellence with traditional journalism that readers and advertisers trust and respect. AOGR is designed for oil and gas producers and operators, their allied geophysical, drilling and well fracturing contractors, and the equipment manufacturing, service and supply firms that serve them. The "Better Business" publication of the industry, AOGR is especially tailored for U.S.-based independent producers.

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.



AOGR Also Works With These National Associations And Professional Societies:

American Association of Drilling Engineers
American Association of Petroleum Geologists
American Association of Petroleum Landmen
American Exploration & Production Council
American Gas Association
American Petroleum Institute
Domestic Energy Producers Alliance
EnerGeo Alliance
Energy Workforce & Technology Council
GPA Midstream
Gas Compressor Association
Gas Machinery Research Council
Independent Petroleum Association of America
International Association of Drilling Contractors
Interstate Oil & Gas Compact Commission
National Ocean Industries Association
National Stripper Well Association
Natural Gas Supply Association
Society of Exploration Geophysicists
Society of Petroleum Engineers
Society of Petrophysicists and Well Log Analysts
Southern Gas Association

And AOGR Tracks Developments In Academia And R&D Organizations, Including:

Advanced Energy Consortium, University of Texas at Austin

Artificial Lift R&D Council

Bureau of Economic Geology at the
University of Texas at Austin

Colorado School of Mines/Reservoir Characterization Project

DOE's National Laboratories

Engines & Energy Conversion Laboratory,
Colorado State University

Institute For Geophysics,
University of Texas at Austin

GTI Energy

Institute For Reservoir Characterization, University of Oklahoma

New Mexico Produced Water Research Consortium

Offshore Technology Research Center

Permian Basin Water In Energy Conf. UTPB

Petroleum Technology Transfer Council

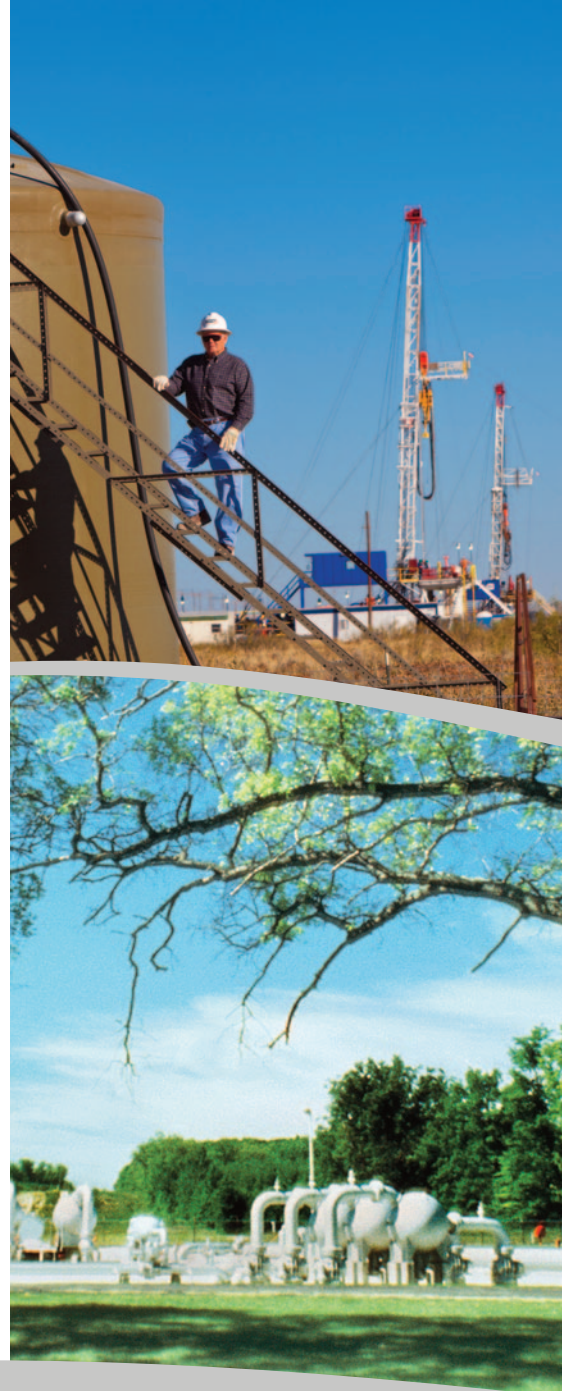
Produced Water Society

Subsea Engineering Research Group

Texas Tech Southwestern Petroleum Short Course

University of Kansas Tertiary Oil Recovery Program

University of Tulsa Artificial Lift Project



Circulation Numbers

The American Oil & Gas Reporter magazine's reach of approximately 30,000 monthly magazine readers is based on a trade journal ratio of three-to-one readers per printed copy. Paid circulation of the magazine is approximately 10,000 copies. Source: Publisher's statement. The United States Postal Service 2025 Statement of Ownership, Management and Circulation shows the total number of copies (net press run), averaged 10,075 during preceding 12 months. The August 2025 mail copies, outside of Sedgwick County, Kansas, were 9,623. Source: USPS Form 3541-C (monthly update available upon request). The 2025 August press run was 10,300 copies. Source: AOGR Print Order to Sheridan (monthly update available upon request). Circulation does not include the e-Edition, nor its shared distribution to universities and academia.

AOGR.com page views were 404,298 from January through October 2025. Source: Google Analytics. January 1 through October 2025 ad impressions were 2,956,056, with average CTR at 2 percent. Source: Revive Adserver. For additional information, please call the Publisher at 800-847-8301.

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, efficiently and responsibly.

AOGR readers include executives and managers of independent producer/operator companies, as well as technical and operations personnel. They most often hold degrees in petroleum engineering, geology and/or geophysics, 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 proprietary brands.
- 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 generally fall between 1,800 and 2,200 words).
- Use two-four photos, figures, tables or illustrations. Send them as attachments instead of inserting them into the text or email body.
- Do not use technical paper-style footnotes or references.
- Assume readers understand oil and gas workflows.
- 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) studio-quality 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. Advertising files are due approximately mid-month.

For technical and business editorial inquiries, please call 800-847-8301, or contact:

- Colter Cookson: colter.cookson@aogr.com,
- Danny Boyd: dboyd@aogr.com, or
- Andrew Linnabary: alinnabary@aogr.com.

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

Artwork Guidelines

Ideally, feature-length editorial submissions should include two to four photos, figures or graphs, as well as business-attire mug shots of the authors. Photos entice more people to read the authors' thoughts by sparking curiosity and enabling our layout team to break up the text so it looks more digestible 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 decide which article will be 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 remove any document security restrictions.

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.

For best image quality, please provide high-resolution images as separate files rather than embedding them within the text. Zip the image files and send them to the editor you are working with:

- Colter Cookson: colter.cookson@aoqr.com
- Danny Boyd: dboyd@aoqr.com

AOGR accepts files totaling less than 40 MB by email. For files greater than 40MB, please use a file transfer service that can email a download link to the editor.

For technical questions about AOGR image guidelines, please contact Nora Mota Magill at nmotamagill@aoqr.com or at 800-847-8301.

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, approximately 150-200 words, 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 explain why the individual will excel in the new role.

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? Email it to pressreleases@aogr.com.

Where will my press release appear?

In the print magazine and companion e-Edition! The e-Edition is accessible to anyone to simplify on-the-go reading and online sharing.



Get More Information!

Download any of these individual PDFs
from the Media Center at
www.aogr.com/media-center/media-file

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