Enjoy AOGR's Media Planner!

Please use this media guide to help your company take advantage of educational editorial submission opportunities, whether personally penned, or based on event papers and presentations. Keep the press releases coming, and inform us about new products and/or services that could be leveraged into our multiple-source features where we do the work, yet sources get to approve and polish their copy.

And always advertise to brand your company's identity and industry presence, or to present messages about new products, new technology, unique solutions, and expanded markets. Reach The American Oil & Gas Reporter's devoted readership to help power your company's prosperity!

Print | e-Edition | AOGR.com









THE AMERICAN OIL & GAS REPORTER®

www.aogr.com

2027 AOGR Media File

Powering Industry Progress

As we approach 2027, the experiences of 2026 offer an undeniable truth: Energy security can be fragile, and reliable oil and natural gas supplies are indispensable to economic prosperity, industrial competitiveness and geopolitical stability.

Thank goodness for America's oil and gas producers and operators, who play a critical foundational role in ensuring energy flows the world over. The numbers tell the story.

Over the past five years, global oil consumption increased by 8 million barrels a day, while natural gas demand grew by 16 billion cubic feet a day. During that same period, U.S. producers boosted oil and gas output by 4.3 MMbbl/d and 12.5 Bcf/d, respectively. That is equivalent to an incredible 54% of worldwide oil consumption growth and 79% of incremental global gas demand growth!

The message is clear: American energy is answering the world's demand call. And in an interconnected marketplace shaped by geopolitical risks and shifting supply/demand fundamentals, the stakes have rarely been higher or the opportunities greater.

From West Texas to West Virginia, America's operators are putting ingenuity and technological innovation to work to improve recoveries, lower development costs, unlock additional reserves, and navigate commodity markets influenced by events half a planet away. As always, the goal is to turn challenges into competitive advantages.

That's where The American Oil & Gas Reporter comes in. For seven decades, AOGR has connected U.S.-based producers and operators with the market intelligence, technical expertise and real-world perspectives that inform critical business decisions. Every monthly issue brings together exclusive insights from industry leaders, producer associations and technical specialists, pairing boardroom-level market analyses with field-proven solutions spanning exploration, drilling, completions, production and midstream operations.

From executives making capital allocation decisions to engineers and field managers deploying next-generation technologies, AOGR reaches the professionals making strategic decisions that directly influence bottom-line performance and shape the energy future.

For service, supply, equipment and technology companies, AOGR is the trusted link to decision makers actively seeking ways to improve efficiency, strengthen profitability and seize opportunity. The 2027 Schedule of Issues provides a road map for aligning your marketing message with the business and technical insights our readers count on month in and month out.

The global energy landscape never stands still. Neither do America's producers and operators. As they power what comes next in 2027 and beyond, AOGR positions your company in front of the decision makers turning today's grand challenges into tomorrow's golden opportunities.

THE AMERICAN OIL & GAS REPORTER®





JANUARY 2027

Advertising Files Due: December 23

SPECIAL REPORTS

AOGR's Signature Issue!

Industry Outlook 2027

Game Changing Tech Trends

Production Tech & Site Emissions

Eagle Ford Activity Update

THE 2027 SERIES

Resource Science – Part 1:
Real-Time Diagnostics

OFFICIAL CONVENTION NEWS

GO-WV – West Virginia

OTHER SCHEDULED EVENT DISTRIBUTION

SPE Hydraulic Fracturing Technology Conference

NAPE SUMMIT 2027

SGA Technical Conference

FEBRUARY

Advertising Files Due: January 15

SPECIAL REPORTS

Water Management & Logistics

IOR and CO_2 EOR Update

Well Stimulation Tech & Chemistry

Permian Basin Activity Update

THE 2027 SERIES

Resource Science – Part 2:
ReFrac and CT Technologies

OFFICIAL CONVENTION NEWS

OOGA – Ohio

LOGA – Louisiana

OTHER SCHEDULED EVENT DISTRIBUTION

Permian Basin Water In Energy Conference

Oilfield Chemical Series North America

MARCH

Advertising Files Due: February 19

SPECIAL REPORTS

Gas Production & Processing

Power Gen Perspectives

Remote Emissions Detection

Haynesville Activity Update

THE 2027 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 19

SPECIAL REPORTS

Drilling and Completion Synergies

Casing Long Laterals

Wellbore Integrity

Williston Basin Activity

THE 2027 SERIES

Independents International – Part 1:
Offshore Hot Spots

OFFICIAL CONVENTION NEWS

KIOGA – Kansas

NDPC – North Dakota

OTHER SCHEDULED EVENT DISTRIBUTION

SPE Improved Oil Recovery Conference

Eastern Gas Compression Roundtable (EGCR)

MAY

Advertising Files Due: April 16

SPECIAL REPORTS

Gas Compression Optimization

Power Gen Emissions Control

Ultralong Lateral Completions

Mid-Continent Playmakers

THE 2027 SERIES

Independents International – Part 2:
Onshore Operations

OFFICIAL CONVENTION NEWS

Petroleum Alliance of Oklahoma

CIPA – California

OTHER SCHEDULED EVENT DISTRIBUTION

Unconventional Resources Technology Conference (URTeC)
And The Offshore Technology Conference (OTC)

Independent Petroleum Association of America (IPAA)

JUNE

Advertising Files Due: May 14

SPECIAL REPORTS

Artificial Lift Technology

Wellsite Emission Solutions

Field Power Options

Permian Basin Activity Update

THE 2027 SERIES

Independents International – Part 3:
Licensing Rounds

OFFICIAL CONVENTION NEWS

IPANM – New Mexico

KOGA – Kentucky

VOGA – Virginia

OTHER SCHEDULED EVENT DISTRIBUTION

SGA 2027 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 18

SPECIAL REPORTS

AOGR's New Tech Issue!

Implementing AI

Enterprise Computing

Integrating Geophysics & Tracers

THE 2027 SERIES

Power Generation – Part 1:
Microgrid Technology

OFFICIAL CONVENTION NEWS

GO-WV – West Virginia

PAW – Wyoming

OTHER SCHEDULED EVENT DISTRIBUTION

SEG/AAPG IMAGE

SPE Artificial Lift Conference & Exhbition

AUGUST

Advertising Files Due: July 16

SPECIAL REPORTS

Hydraulic Frac Technology

Proppant and Diverter Performance

Emissions Best Practices

Natural Gas Playmakers

THE 2027 SERIES

Power Generation – Part 2:
Behind-the-Grid Strategies

OFFICIAL CONVENTION NEWS

KIOGA – Kansas

NDPC – North Dakota

EKOGA – Eastern Kansas

OTHER SCHEDULED EVENT DISTRIBUTION

American School of Gas Measurement Technology (ASGMT)

GPA Midstream

SEPTEMBER

Advertising Files Due: August 13

SPECIAL REPORTS

Shale Reservoir Modeling

New Age Laterals

Embracing AI

Rocky Mountain Playmakers

THE 2027 SERIES

Power Generation – Part 3:
Engine & GenSet Advancements

OFFICIAL CONVENTION NEWS

PBPA – Permian Basin

NMOGA – New Mexico

COGA – Colorado

OTHER SCHEDULED EVENT DISTRIBUTION

GMRC Gas Machinery Conference

Oklahoma Oil & Natural Gas Expo (OERB)

SPE Annual Technical Conference & Exhibition

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 17

SPECIAL REPORTS

AOGR's Official PBIOS: Program Guide

Completion Engineering

AI & Drilling Safety

Water Reuse Strategies

Permian Basin Producer Kingpins

THE 2027 SERIES

Capital Resources – Part 1:
A&D Evaluations

OFFICIAL CONVENTION NEWS

Texas Alliance of Energy Producers

OTHER SCHEDULED EVENT DISTRIBUTION

Permian Basin International Oil Show (PBIOS)

Panhandle Producers – Texas & Oklahoma

NOVEMBER

Advertising Files Due: October 15

SPECIAL REPORTS

Computing & ERP Advancements

AI Implementation

OCTG: Connections and Liners

Marcellus/Utica Activity Update

THE 2027 SERIES

Capital Resources – Part 2:
Financial Options

OFFICIAL CONVENTION NEWS

PIOGA – Pennsylvania

OTHER SCHEDULED EVENT DISTRIBUTION

Reuters: Energy LIVE

IADC Annual Meeting

The CO_2 EOR Conference

DECEMBER

Advertising Files Due: November 19

SPECIAL REPORTS

Natural Gas White Papers

Production & Stimulation Chemistry

Operations Safety and Best Practices

Industry Insurance Update

THE 2027 SERIES

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

OFFICIAL CONVENTION NEWS

IOGANY – New York

KOGA – Kentucky

OTHER SCHEDULED EVENT DISTRIBUTION

IPAA Private Capital Conference

POWERGEN International

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

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Danny Boyd: dboyd@aogr.com
Charlie Cookson: ccookson@aogr.com

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Nora Mota Magill: nmotamagill@aogr.com

The Magazine Powerhouse
The American Oil & Gas Reporter

Rate Card #44 is issued October 15, 2026

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

	1x	3x	6x	12x	24x
Full Page	$6,600	$6,400	$6,100	$5,700	$5,500
Spread	13,200	12,800	12,200	11,400	11,000
1/2 Spread	8,800	8,600	8,400	8,160	8,000
2/3 Page	4,800	4,660	4,560	4,480	4,400
1/2 Island	4,700	4,600	4,400	4,200	4,100
1/2 Horizontal	4,400	4,300	4,200	4,080	4,000

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

		1x	3x	6x	12x	24x
1/3 Page	4C	$2,800	$2,700	$2,600	$2,480	$2,440
	BW	1,900	1,800	1,700	1,580	1,540
1/4 Page	4C	2,300	2,260	2,220	2,180	2,000
	BW	1,400	1,360	1,320	1,280	1,100
1/6 Page	4C	1,900	1,820	1,800	1,720	1,700
	BW	1,000	920	900	820	800

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

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 11⅛" (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).

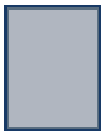
AOGR
Powering Industry Progress

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

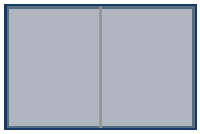
PRINT AD SIZES AND SPECS | Print ad files function for both the magazine and e-Edition.

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: 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
Magazine e-Edition, Opposite Cover			
$4,220			1088 x 731 pixels at 300ppi (7.25" x 4.78" at 300ppi)



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 AOGR 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.

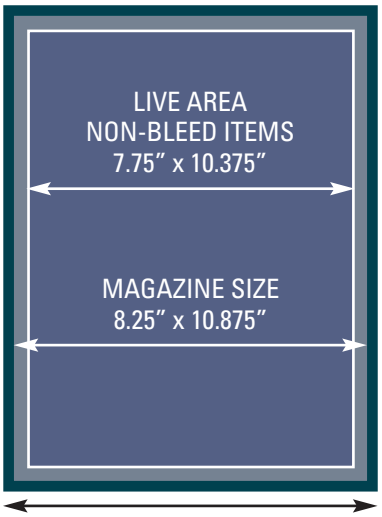
Resolution
Images should have a resolution of 300 ppi when placed at 100%.

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

Line screen:
150 lines per inch.

AOGR's e-Edition (digital replica)
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.



AD WITH BLEED
(file needed)
8.50" x 11.125"

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.

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.

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
Powering Industry Progress

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
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Video Guidelines: For video ads, please provide your static or animated ad with a URL to the video hosting site.

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Accepted file types are png, jpeg, gif (static or animated), HTML5, DHTML, JavaScript/JScript.

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HOW TO SUBMIT MATERIALS FOR ONLINE ADS:

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NEED MORE INFORMATION?

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

AOGR
Powering Industry Progress

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

AIPRO
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Executive Director: Anna Swaim
President: Catherine Nobles
MacFarlane Company

CIPA

Chief Executive Officer: Rock Zierman
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RMX Resources

COGA
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Board Chair: Robert Harber
Halliburton

EKOGA

Executive Director: Brian Posler
President: Chris Dale
Verde Oil Company

GWV
GAS & OIL ASSOCIATION OF WEST VIRGINIA

President: Rebecca McPhail
Chair: Chris Weikle
Expand Energy

IOGA
ILLINOIS OIL & GAS ASSOCIATION

Chief Executive Officer: Edward Cross
President: Ryan Mitchell
Mitchell Drilling

IOGANY
Independent Oil & Gas Association of NY

Executive Director: Mary Gilstrap
President: Tim Hull
Empire Energy

IPANM
Independent Petroleum Association of NM

Executive Director: Jim Winchester
Board President: Emmons Yates
Jalapeno Corp.

Association Director: Stacee Dover
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INOGA
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KIOGA
Kansas Independent Oil & Gas Association

KOGA
KENTUCKY OIL & GAS ASSOCIATION

Liaison Committee of Cooperating Oil & Gas Associations

LOGA
LOUISIANA OIL & GAS ASSOCIATION

NMOGA
NEW MEXICO OIL AND GAS ASSOCIATION

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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 producers, 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 oil and gas producers and operators.

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, equipment and services.





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

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 Conference, UTPB

Petroleum Technology Transfer Council

Produced Water Society

Texas Produced Water Consortium

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 2026 Statement of Ownership, Management and Circulation, available on request, shows the total number of copies (net press run), averaged 11,008 during preceding 12 months. The August 2026 mail copies, outside of Sedgwick County, Kansas, were 9,474. Source: USPS Form 3541-C (monthly update available upon request). The 2026 August press run was 10,300 copies. Source: AOGR Print Order to Sheridan (monthly update also available upon request). Circulation does not include the e-Edition, nor its shared distribution to universities and academia.

AOGR.com page views were 337,427 from January through October 2026, according to Google Analytics. Banner ad impressions totaled 3,410,203, according to Revive Adserver. With AI's search impact and uncertain metrics due to the proliferation of bot activity, we recommend adding utm campaign parameters to the destination URL for your banner ad.

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. All edit submission assets are due the first business day preceding the 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 producers and operators run their businesses safely, efficiently and responsibly.

AOGR readers include executives and managers of U.S.-based independent and major integrated firms, and national oil companies, too. Readers include the technical and operations personnel who 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 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 to 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 business day 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
- Rhonda McCurry: rmccurry@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 is more inviting. The best images:

- Help illustrate or reinforce the article's points;
- Catch producers' 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 and/or the device.

Please describe each image (whether it is a photo or schematic) you submit! Knowing an image shows pumpjacks with vapor recovery units in the Permian Basin, or drilling and production assets fueled by field gas 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@aogr.com
- Danny Boyd: dboyd@aogr.com
- Rhonda McCurry: rmccurry@aogr.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@aogr.com or at 800-847-8301.

AI Recommendations

It's impossible to work within the oil and gas industry without seeing the power of AI. By carefully deploying models designed specifically for industry applications, our readers are improving efficiency and boosting their bottom lines without compromising safety or precision.

Unfortunately, when AI is used inappropriately in journalism, it can lead to unintended consequences. In general, we recommend that authors submit all-original text and real photos over generative AI output. While AI can produce grammatically correct sentences, it has several tells that can create doubt in the very readers whom authors hope to impress, such as unusually verbose and often repetitive text and analogies that will not make sense to AOGR's highly educated audience.

AOGR's editors can soften some of AI's tendencies while editing submissions, but that usually requires more time than polishing an all-original manuscript. Even after that effort, the text can still come across as AI-generated. If readers detect the faceless model behind the words, they'll likely have the same question about the author that AOGR's editors do when they receive AI-written pitches: Is this person the expert they claim to be, or merely someone skilled at prompting a machine for information that appears relevant?

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For readers who need the author's services, there is an even more important question: If the author takes shortcuts to evoke a strong impression, will the author's company do the same in the field?

Of course, readers do want to work with experts who use the tools at their disposal to solve problems efficiently. In the right situation, AI can be one of those tools. For example, one of the market analysts who writes for us has AI create flowcharts that summarize the processes and math behind key predictions. This works fine because it's easy to verify the output's accuracy.

But authors beware! We've seen AI produce disturbing or misleading graphics. It's distorted data by generating oddly-scaled line graphs that present gradual changes as sudden jumps. It's even created photo-like images that show arid regions as lush prairies!

If you must use AI, we suggest restricting it to:

1. Simple tasks where you have the knowledge and time to verify the output;
2. Analyzing huge datasets, provided you can spot check or otherwise vouch for the results; or
3. Steps where the AI's output doesn't make it into the final product, such as asking for feedback on outlines.

When AI-generated text or images do appear in the draft, please disclose where so our editors and readers can pay particularly close attention to those sections.

Focus on impressing readers with timely information and fresh perspectives that come from real-world data and actual experiences.

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. If AOGR publishes your release, it will prompt industry-wide awareness and help secure new business.

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, companion e-Edition and the Industry Focus department at aogr.com.
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
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