

Welcome To Your Media Planner!

Leverage AOGR's all-original, paid circulation for 30,000-plus C-suite executives, operations managers, and field supervisors who direct exploration, drilling, completions and production.

Print | e-Edition | AOGR.com



Industry Information Central

2025 AOGRE Media File

Real Intelligence, Real-World Perspectives

AOGR's Readers: America's Oil & Gas Producers and Operators!

We exist in a world of perception, where reality is defined by what our senses perceive to be true. In the modern age of sensors, processors, streaming data, and automation embedded in even the most innocuous of devices, human perception and situational awareness are heavily augmented by seemingly endless waves of incoming information. Whether the goal is to predict today's weather or tomorrow's energy market trends and opportunities, energy industry decision-makers have never had so many data points to decipher and leverage for better results.

In the interconnected upstream and midstream sectors, ongoing field experiences, intuition and gut instinct still rule. Yet as often as not, business success these days is determined by honing skills and transforming incoming information into actionable intelligence. That's where *The American Oil & Gas Reporter* comes in.

For more than 65 years, oil and gas producers and operators have relied on AOGR to deliver real intelligence on the issues that matter most. From legislative/regulatory and capital market developments to the latest technological and scientific innovations pertaining to exploration, drilling, completions and production, it is the industry's information focal point.

AOGR's writers and editors deliver insights from real-world perspectives, drawing on the eyes and ears of C-suite executives as well as geoscientists, engineers, and boots-on-the-ground field managers. In every issue, AOGR delivers business and technical content relevant all along the decision-making chain, providing specialized market intelligence to help guide processes and boost bottom-line performance.

The 2025 Schedule of Issues represents a guidepost for your company's editorial and advertising decision-making process to help achieve targeted objectives throughout the calendar year. It lays out a blueprint to build a direct link to America's producers and operators, who stay tightly connected with AOGR day in and day out as their trusted resource for news and insights.

As always, readers are keeping the wheels of U.S. energy ingenuity spinning, stocking domestic consumers with ample supplies while enabling record-breaking exports of crude oil and liquefied natural gas. Get the gears of your business growth turning by tapping into the unique communications that only AOGR provides.

THE AMERICAN OIL & GAS
REPORTER[®]

AOGR: Industry Information Central!



JANUARY 2025

Advertising Files Due: December 20

SPECIAL REPORTS

AOGR's Signature Issue!

Industry Outlook

Transformative Technology Trends

Production Tech & Emissions

Eagle Ford Activity Update

THE 2025 SERIES

Resource Plays – Part 1:

Real-Time Diagnostics In Ultralong Laterals

OFFICIAL CONVENTION NEWS

LOGA – Louisiana Oil & Gas Association

GO-WV – West Virginia

OTHER SCHEDULED EVENT DISTRIBUTION

SPE Hydraulic Fracturing Technology Conference (SPE HFTC)

NAPE SUMMIT 2025

SGA Technical Conference

FEBRUARY

Advertising Files Due: January 24

SPECIAL REPORTS

Drilling Breakthroughs

Water Sourcing & Recycling

IOR / EOR Advancements

Permian Basin Activity Update

THE 2025 SERIES

Resource Plays – Part 2:

Recompletions and Coiled Tubing Tech

OFFICIAL CONVENTION NEWS

TIPRO – Texas

OOGA – Ohio

OTHER SCHEDULED EVENT DISTRIBUTION

Permian Basin Water In Energy Conference

Well Intervention Conference and Exhibition (SPE/ICoTA)

Oilfield Chemical Series North America

MARCH

Advertising Files Due: February 21

SPECIAL REPORTS

Gas Treating & Processing

LNG Buildout and Update

Environmental Best Practices

Haynesville/Utica Playmakers

THE 2025 SERIES

Resource Plays – Part 3:

Repurposing Field Gas

OFFICIAL CONVENTION NEWS

OEPA – Oklahoma

PIOGA – Pennsylvania

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 21

SPECIAL REPORTS

Drilling and Completion Synergies
Casing Long Laterals
Williston Basin Activity Update

THE 2025 SERIES

HS&E Trendsetters – Part 1:
Producers and Operators

OFFICIAL CONVENTION NEWS

KIOGA – Kansas

OTHER SCHEDULED EVENT DISTRIBUTION

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

MAY

Advertising Files Due: April 18

SPECIAL REPORTS

Gas Compression Technology
Natural Gas Conditioning & Treating
Well Site Logistics
Mid-Continent Activity Update

THE 2025 SERIES

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

OFFICIAL CONVENTION NEWS

Petroleum Alliance of Oklahoma
CIPA – California

OTHER SCHEDULED EVENT DISTRIBUTION

Unconventional Resources Technology Conference (URTeC)

JUNE

Advertising Files Due: May 23

SPECIAL REPORTS

Artificial Lift Technology
Environmental Best Practices
Water Recycling
Permian Basin Powerhouse

THE 2025 SERIES

HS&E Trendsetters – Part 3:
Industry Infrastructure

OFFICIAL CONVENTION NEWS

KOGA – Kentucky
IPANM – New Mexico

OTHER SCHEDULED EVENT DISTRIBUTION

SGA 2025 Safety Conference



**In addition to association conventions, AOGP 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 20

SPECIAL REPORTS

AOGR's New Tech Issue!
Forward Strides In AI
Remote Monitoring & Control
Leveraging Enterprise Systems

THE 2025 SERIES

Horizontal Drilling/Completions – Part 1:
Stimulation & Chemistry

OFFICIAL CONVENTION NEWS

KIOGA – Kansas
PAW – Wyoming

OTHER SCHEDULED EVENT DISTRIBUTION

SPE Artificial Lift Conference and Exhibition
SEG/AAPG IMAGE

AUGUST

Advertising Files Due: July 18

SPECIAL REPORTS

Hydraulic Fracturing Technology
Emissions Abatement Tech
Anadarko Basin Champions
Natural Gas Playmakers

THE 2025 SERIES

Horizontal Drilling/Completions – Part 2:
Ramping Stage Dynamics

OFFICIAL CONVENTION NEWS

NDPC – North Dakota
EKOGA – Eastern Kansas

OTHER SCHEDULED EVENT DISTRIBUTION

American School of Gas Measurement Technology (ASGMT)

SEPTEMBER

Advertising Files Due: August 15

SPECIAL REPORTS

Subsurface Modeling
Midstream & Pipeline Buildouts
OCTG: Connections and Coatings
Rocky Mountain Playmakers

THE 2025 SERIES

Horizontal Drilling/Completions – Part 3:
Well Pad Logistics

OFFICIAL CONVENTION NEWS

NMOGA – New Mexico
Texas Alliance of Energy Producers

OTHER SCHEDULED EVENT DISTRIBUTION

GPA Midstream
SPE Annual Technical Conference & Exhibition (SPE ATCE)
GMRC Gas Machinery Conference



The American Oil & Gas Reporter's e-Edition posts at AOGR.com along with website exclusives after subscriber magazines mail. U.S. land rig & 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 19

SPECIAL REPORTS

AOGR's Official PBIOS: Program Guide

Production & Stimulation Chemistry

Water Reuse Strategies

The Permian: Upstream & Midstream

THE 2025 SERIES

Capital Captains – Part 1:

Financial Options & Resources

OFFICIAL CONVENTION NEWS

PBPA – Permian Basin

OTHER SCHEDULED EVENT DISTRIBUTION

Permian Basin International Oil Show (PBIOS)

OCTG & Line Pipe Forecasting Summit

NOVEMBER

Advertising Files Due: October 18

SPECIAL REPORTS

Oil and Gas Computing

Machine Learning & AI

Well Stimulation Chemistry

Appalachian Activity Update

THE 2025 SERIES

Capital Captains – Part 2:

Private Equity and A&D

OFFICIAL CONVENTION NEWS

AIPRO – Arkansas

INOGA – Indiana

OTHER SCHEDULED EVENT DISTRIBUTION

IPAA Annual Meeting

IADC Annual Meeting

DECEMBER

Advertising Files Due: November 21

SPECIAL REPORTS

Natural Gas White Papers

Water Reuse and Frac Chemistry

Operations Safety and Best Practices

Industry Insurance Update

THE 2025 SERIES

Capital Captains – Part 3:

The Role of Non-Ops

OFFICIAL CONVENTION NEWS

Petroleum Alliance Meeting and Auction

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, or

Danny Boyd: dboyd@aogr.com, or

Charlie Cookson: ccookson@aogr.com.

For producer/operator association news, contact Del Torkelson: dtorkelson@aogr.com

For advertising reservations and/or questions, contact

Karen Holmes: kholmes@aogr.com

Nora Mota Magill: nmotamagill@aogr.com

Amanda DeMoss: ademoss@aogr.com

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.



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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.

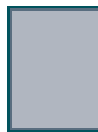
Agency Discount: 15% discounts on gross billings for space, color, bleed and position charges are available to advertising agencies. Payment is due within 60 days of invoice date. The advertiser and its agency are jointly and severally liable for the payment of invoices for advertising.

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

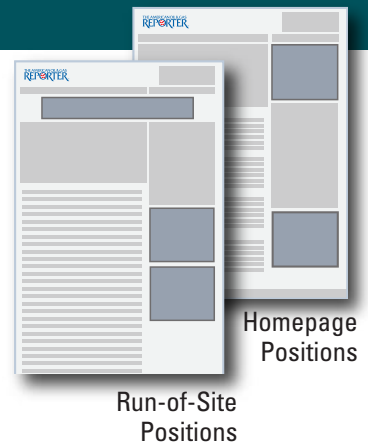
HOW TO SUBMIT MATERIALS FOR PRINT AND ONLINE ADS:

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.

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 Integrated Print and Online Advertising PDF 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, contact Nora for FTP information or 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.*



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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



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 AOGP 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 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.

AOGR

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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

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



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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 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 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

Colorado School of Mines/Reservoir Characterization Project

DOE's National Research Laboratories

Engines & Energy Conversion Laboratory,
Colorado State University

Exploration Geophysics Laboratory,
University of Texas at Austin

GTI Energy

Institute of Reservoir Characterization, University of Oklahoma

New Mexico Produced Water Research Consortium

Offshore Technology Research Center

Petroleum Technology Transfer Council

Southwestern Petroleum Short Course, Texas Tech

Subsea Engineering Research Group

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 November United States Postal Service 2024 Statement of Ownership, Management and Circulation shows the total number of copies (net press run), averaged 10,642 during preceding 12 months. The August 2024 mail copies, outside of Sedgwick County, Kansas, were 9,494. Source: USPS Form 3541-C (monthly update available upon request). The 2024 August press run was 10,300 copies. Source: AOGR Print Order to LSC Communications (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 281,106 from January through September 2024. Source: Google Analytics. January 1 through October 2024 ad impressions were 2,956,056, with a mid-year June CTR average >3 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 (please reference the 2024 Schedule of Issues for exact dates).

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

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

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.

AOGR

Industry Information Central



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