



Tuesday, September 22, 2015

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Integrated Advertising With The American Oil & Gas Reporter – The Complete Package!

Make an immediate impression on U.S.-based independent oil and gas producers/operators and their international counterparts by complementing all print placements with online advertisements at www.aogr.com!

AOGR's website offers three ways for you to reach your target audience: [Homepage Sponsorships](#), spots within [Exclusive Website Content](#), and positions within [Magazine Content](#),

Ad Specifications

When producing online ads for AOGR, please follow the sizes and guidelines listed below.

- When sending online ads, please include ad size (Leaderboard, Banner 1 or Banner 2) in the ad name.
- Optimize all files to the smallest possible size without image degradation. Both Adobe Photoshop and Illustrator provide the "Save for Web" option. This setting is quite useful for reducing file weight and maintaining image and type resolution.
- Please provide a click through hyperlink for each ad. When providing a [Flash™ .swf file, the Click Tag* script](#) listed below must be included, or the ad's "Click" function will not work.
- Hyperlinks 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.
- Please provide an alternate GIF/JPEG/PNG file version of the ad for instances when the browser doesn't support Flash (i.e. Apple mobile devices).
- Posting time is three days for standard ads and five days for animated ads. Please e-mail your

online ad to [Patti Coleman](#) and copy [Amber Reed](#).

Ad Rates	
Homepage Sponsorship	
Banner 1	\$3,000
Banner 2	\$2,000
Web Exclusives	
Leaderboard	\$2,500
Banner 1	\$2,000
Banner 2	\$1,500
Magazine Content	
Leaderboard	\$2,000
Banner 1	\$1,500
Banner 2	\$1,000

Ad	Dimensions	Max. File Weight	Max. Animation Length	Max. Loops	Max. Animation Frame Rate	Accepted File Types
Leaderboard	728 x 90 pixels	40k	15s	3	24 fps	DHTML, Flash* , GIF, HTML, Javascript/jscript, JPEG, PNG
Banner 1	300 x 250 pixels	40k	15s	3	24 fps	DHTML, Flash* , GIF, HTML, Javascript/jscript, JPEG, PNG
Banner 2	300 x 100 pixels	40k	N/A	N/A	N/A	GIF, JPEG, PNG

*Flash ads Click Tag: on (release) {if (clickTAG.substr(0,5) == "http:") {getURL(clickTAG,clickTARGET);}}

For more information call [Amber Reed](#) or [Chase Palmer](#) at 1-800-847-8301.

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Web Exclusives

- [U.S. Rig Count](#)
- [Exclusive Story 1](#)
- [Exclusive Story 2](#)
- [Exclusive Story Archives](#)
- [Linking to AOGR Content](#)

Magazine

- [Sneak Peek Preview](#)
- [Current Cover Story](#)
- [Current Editor's Choice](#)
- [Frac Facts](#)
- [Industry Digest](#)
- [Calendar](#)
- [U.S. Oil & Gas Counts](#)
- [Sneak Peek Archives](#)
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