

EXPLORER

EFFECTIVE JANUARY 2015

Editorial Scope

The EXPLORER is the monthly tabloid newspaper of the American Association of Petroleum Geologists which covers news of interest to the AAPG membership. Contents include coverage of the entire span of energy interest, with emphasis on exploration for hydrocarbons and energy minerals. Breaking news stories, features, profiles of personalities, comment columns and association information is included.

The EXPLORER is distributed to over 30,000 members and friends of the association in 120 countries.

Agency Commission

15% of gross billing is allowed to recognized advertising agencies on space, color and position. Commissions are not allowed on production and mechanical charges. No cash discounts allowed.

General Rate Policy

Frequency is determined by the total number of insertions run during a 12-month period. Each advertisement can be counted as one insertion toward earning a frequency rate.

Rebates and Short Orders: Within a 12-month period beginning with first insertion, advertisers will be rebated if they have placed sufficient additional insertions to warrant a lower rate than the amount they have been billed.

Advertisers will be short-rated if they do not use the amount of space on which their billings are based within the same 12-month period.

Liability: Advertisers and advertising agencies assume liability for all content of advertising printed, and are responsible for all claims made against the publisher arising from printed advertising.

Publisher's Rights: The publisher reserves the right to reject any advertisement at the publisher's discretion.

Preferred Positions: All preferred positions are non-cancelable during the duration of the contract.

Prepayment: Prepayment required to accompany ad for first-time advertisers or at the discretion of the publisher.

Bonus Distribution Issues

Additional distribution of the appropriate monthly issue through AAPG annual convention, AAPG international meeting, section meetings and the Society of Exploration Geophysicists (SEG) meeting.

Black and White Rates and Requirements

Page	1 Time	6 Times	12 Times	18 Times	24 Times
Tab page	\$3,670	\$3,365	\$3,25	\$3,130	\$3,015
3/4 Page	2,825	2,780	2,670	2,610	2,420
Jr. Page	2,640	2,405	2,290	2,140	2,040
1/2 Page	2,055	1,950	1,845	1,750	1,675
1/4 Page	1,090	1,035	1,000	970	910
1/8 Page	585	540	510	490	440
1/16 Page	320	300	275	250	240

The Explorer is a direct-to-plate publication. All ads must be submitted electronically. Hard copy proofs are required for all ads.

Color Rates and Requirements

Additional colors are available at full, 3/4, junior or 1/2 page rates only.

In addition to black and white space rates, add:

Additional process color (per color)	\$410
Four-color process	\$980
Spread four-color process	\$1,700

Colors are derived from **four process ink colors** (cyan, magenta, yellow, black) exclusively. **No Pantone (PMS) or other custom ink blending systems.** Metallic silver and gold inking available on a limited basis. Contact AAPG for production and pricing details.

Preferred Positions

Four-color covers — 9-7/8 x 13-3/8 (250.825 x 339.725 mm) (no bleeds). No 18 or 24 time cover rates are available. Covers count toward frequency for run of book in the AAPG EXPLORER and BULLETIN, but run of book insertions do not count toward cover frequency. **The only preferred positions available are the covers and center spread.**

To space and color charges add:

Cover II	\$300
Cover III	\$300
Cover IV	\$500

Center page spread carries a 10% premium charge on space and color rates.

Editorial Emphasis Issues

January	World Developments
February	International Regions
March	Seismic Review
April	Convention Issue
May	International Regions
June	Rocky Mountain Roundup
July	To be announced
August	Gulf Coast Emphasis
September	Geophysical Review
October	International
November	Exploration Innovations
December	Downhole Geology

Mechanical Requirements

Size	Format	Width/Depth (in.)	Width/Depth (mm)
Tab Page	Vertical	10 x 13.5	254 x 342.9
3/4 Page	Vertical	7.5 x 13.5	187.325 x 342.9
3/4 Page	Square	10 x 10	254 x 254
Jr. Page	Vertical	7.5 x 10	187.325 x 254
1/2 Page	Vertical	5 x 13.5	127 x 342.9
1/2 Page	Horizontal	10 x 6.75	254 x 171.45
1/4 Page	Vertical	5 x 6.75	127 x 171.45
1/8 Page	Horizontal	5 x 3.375	127 x 85.725
1/16 Page	Vertical	2.5 x 3.375	66.5 x 85.725

Trim Size: 10.75 x 15 (273.05 x 381 mm)

Printing Method: Offset, web press

Screen Size: Halftones, 133-line screen or less

Advertiser's Proofs: Proofs are required to accompany all ads.

Composition: Typesetting for display ads billed at additional cost.

Storage and Material: Electronic files and proofs will be kept for one (1) year, then deleted unless other instructions are received from the advertiser or agency.

Binding Method: Single fold, saddle stitch

Electronic Ad Submittal: All ads must be submitted electronically.

Mode of submission

All advertising must be submitted electronically on CD-ROM, as an e-mail attachment (less than 10 MB) or uploaded to the AAPG FTP site (see below)

File Transfer Protocol (FTP)

FTP is the preferred method of transferring files electronically. Using a client such as "Fetch" is the most stable means for FTP transmission. Use the following client set up:

Location: explorer.aapg.org

User name or ID: explorer

Password: exp397

Directory: /home/explorer/advertising

If using an Internet browser use the following FTP set up:

url: ftp://explorer:exp397@explorer.aapg.org/advertising

User name or ID: explorer

Password: exp397

Then drag and drop your files into the resulting window.

Upon uploading files let us know via e-mail how to identify them and how many there are.

Submitting files as e-mail attachments is discouraged due to the size of the average document. Anything over 10 MB is rejected by AAPG's e-mail system. However, if that is the only means of transport available to you, be sure to send a confirming e-mail without attachments. Compressing the file before attaching it to an e-mail will help.

NOTE: In all cases, a hard copy proof of your advertisement is required.

Spreads and Bleed Ads

Gutter bleeds accepted on 1/2-, junior- and tabloid-page spreads with the approval of the publisher.

Spread ad materials must be furnished as one continuous file.

Format	Width/Depth
Half-page gutter bleed spread	20.75 x 6-75 527.05 x 171 mm
Junior-page gutter bleed spread	15.785 x 10 400.927 x 254 mm
Tab-page gutter bleed spread	20.75 x 13.5 527.05 x 342.9 mm

Inserts

Contact publisher for rates, production schedule.

Classified Advertising

Classified advertising must be received by the 1st of the month preceding the month of publication. Ads are at the rate of \$2.90 per word, minimum charge of \$40. Blind box in care of, \$35. Payment must accompany order. No commission allowed on classified advertising.

Issuance and Closing Dates

Issuance: 1st of the month

Closing Dates: 1st of the month preceding publication (i.e. November closes October 1)

Materials Deadline: 8th of month preceding publication (i.e. November materials due October 8)

Publisher reserves the right to reject ad cancellation requests.

Late Copy

Advertiser assumes full responsibility for errors or reproduction problems on any material received after normal closing date.

Mailing Instructions

Contracts, insertion orders, correspondence, proofs, and complete advertising materials should be sent to:

AAPG EXPLORER
c/o Brenda Merideth
P.O. Box 979
Tulsa, Oklahoma 74101-0979

Street address:
1444 South Boulder
Tulsa, Oklahoma 74119-3604

FAX: (918) 560-2636
Phone: (918) 560-2647
1-800-288-7636 (USA/Canada)
E-mail: bmer@aapg.org