

AOGR Print Ad Guidelines and Submission Brief

Digital File Specifications

AOGR is produced in a PDF workflow. All fonts must be embedded. We accept QuarkXpress, InDesign, Illustrator and Photoshop files, and TIFF and EPS files.

Full page trim size: 8.25 x 10.875

Bleed: 8.50 x 11.125
0.125 is trimmed off all four sides.

Safety margins: For bleed ads, keep essential material 0.25 from the head, foot, face and gutter.

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

Resolution: Images should be 300 ppi and line art (bitmap) should be 1200 ppi.

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

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 goes live. Please make sure the linked web pages are live prior to submitting your ad.

Ad Sizes

For the correct dimensions of the various ad sizes provided for print please reference the [Comprehensive Print Ad Guidelines](#) at www.aogr.com.

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 stuff or zip all native files into one folder.

Email: All email file sizes cannot exceed 40 MB. Send emails with attached PDFs or zipped files to [Nora Mota Magill](#), with a copy to the principle AOGR contact, [Charlie Cookson](#) or [Bev Brady](#).

AOGR.com upload area: When uploading files to the [Advertiser Upload page](#), www.aogr.com/media-center/advertiser-upload, please follow the instructions on the page. You will receive an email when your file has successfully uploaded.

FTP.AOGR.com: When uploading files to the [FTP site](#), upload PDFs, or zipped files only. For Username and Password information please contact [Leah Alvarez](#), or call 800-847-8301.

CD/DVD media: Label all media with your company name, ad title and publication date. Please pack CDs/DVDs with enough protective cushion so they do not break in transit. Courier package to the Haysville shipping address below.



4-Color Process

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

Note: To maintain color quality, please convert all PMS Match, Spot, RGB or Lab colors to CMYK process in the native application or as far upstream as possible.

Do not save TIFF or EPS files with embedded color management profiles or use RGB, LAB or ICC-based profiles, because during the conversion process, a color shift can happen with undesirable results.

Need More Information?

Call 800-847-8301, or email:

[Nora Mota Magill](#)

[Amanda DeMoss](#)

[Leah Alvarez](#)

Find these other resources in the [Media Center](#) at www.aogr.com:

[Comprehensive Print Ad Guidelines](#)

[Editorial Contacts and Personnel Editorial Style and Artwork Guidelines](#)

[AOGR: The Information Source Circulation \(BPA Audit\)](#)



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