MECHANICAL SPECS

TRIM SIZE: 7.125 x 5.5 in. / 181 x 139.7 mm (set document to trim size)

Live Area: All type, images, and other critical information must be a minimum of .25 in. / 6.5 mm inside the trim on all sides.

Ad specs are for perfect-binding or saddle-stitched.
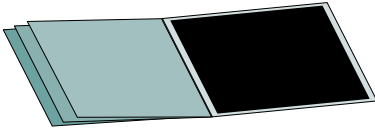
Full Page

Trim: 7.125 x 5.5 in.
181 x 139.7 mm

Bleed: 7.375 x 5.75 in.
187.3 x 146 mm

Live (Non-Bleed): 6.625 x 5 in.
168.3 x 127 mm

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred**
- The SPE ad port, SendMyAd, only accepts PDF/X-1a files for print ads

Note: *Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.*

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- 🔴 **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- 🔵 **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- 🟢 **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- 🟡 **Yellow** – 100 process yellow

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 DPI at 100%. Please make sure you convert <u>all</u> colors to CMYK, 4-Color process.

(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)

Bleed Ads: Keep all text, logos, and important graphics a minimum of .25 in. (6.4 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Crop marks are not necessary, but if you add them to your PDF, please offset the crop marks, color bars, and registration marks so they are outside the bleed.

Non-Bleed Ads: Please set up the file to the "Live" specs. If you are creating an ad smaller than a full page ad that does not bleed and has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

PDF Presets for joboptions file: The SPE_Publications joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this joboptions file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and meetings materials. It is available for download at www.spe.org/sales/publications or upon request at PrintPublishing@otcnet.org.

NOTE: All ads will be kept for one year only.

SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: SPE.sendmyad.com

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

For all inquiries about the ad portal, email PrintPublishing@otcnet.org.
Please include advertiser and publication name in the subject of the email.

FAQS InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request.
Please contact PrintPublishing@otcnet.org for all print advertising technical production questions.
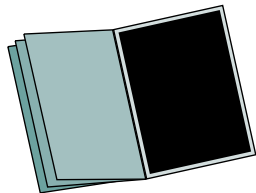
Conference Preview Advertising

PREVIEW MATERIALS DEADLINE: 5 December 2018

MECHANICAL SPECS

TRIM SIZE: 6 x 9 in. / 152.4 x 228.6 mm (set document to trim size)

Live Area: All type, images, and other critical information must be a minimum of .25 in. / 6.5 mm inside the trim on all sides.

Ad specs are for perfect-binding or saddle-stitched.

Full Page

Trim:	6 x 9 in.
	152.4 x 228.6 mm
Bleed:	6.25 x 9.25 in.
	158.8 x 235 mm
Live (Non-Bleed):	5.5 x 8.5 in.
	139.7 x 216 mm

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred**
- The SPE ad portal, SendMyAd, only accepts PDF/X-1a files for print ads

Note: *Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.*

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- 🔴 **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- 🔵 **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- 🟢 **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- 🟡 **Yellow** – 100 process yellow

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 DPI at 100%. Please make sure you convert <u>all</u> colors to CMYK, 4-Color process.

(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)

Bleed Ads: Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Crop marks are not necessary, but if you add them to your PDF, please offset the crop marks, color bars, and registration marks so they are outside the bleed.

Non-Bleed Ads: Please set up the file to the "Live" specs. If you are creating an ad smaller than a full page ad that does not bleed and has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

PDF Presets for joboptions file: The SPE_Publications joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this joboptions file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and meetings materials. It is available for download at www.spe.org/sales/publications or upon request at PrintPublishing@otcnet.org.

NOTE: All ads will be kept for one year only.

SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: SPE.sendmyad.com

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

For all inquiries about the ad portal, email PrintPublishing@otcnet.org.
Please include advertiser and publication name in the subject of the email.

FAQS   InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request.

Please contact PrintPublishing@otcnet.org for all print advertising technical production questions.

MECHANICAL SPECS

TRIM SIZE: 8.125 x 10.875 in. / 206.375 x 276.225 mm
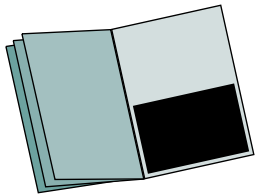(set document to trim size)

Live Area: All type, images, and other critical information must be a minimum of .375 in. / 9.5 mm inside the trim on all sides.

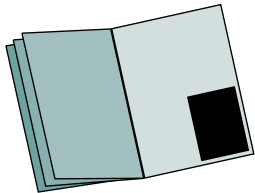*Ad specs are for perfect-binding or saddle-stitched.*
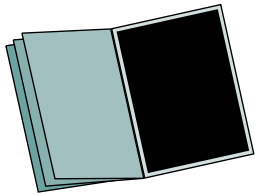
Full Page

Trim:	8.125 x 10.875 in.
	206.375 x 276.225 mm
Bleed:	8.375 x 11.125 in.
	213 x 283 mm
Live (Non-Bleed)**:**	6.8 x 10 in.
	173 x 254 mm

¹/₂ Page Horizontal

Trim:	8.125 x 5.375 in.
	206.375 x 136.525 mm
Bleed:	8.375 x 5.5 in.
	213 x 139.7 mm
Live (Non-Bleed)**:**	6.8 x 4.625 in.
	173 x 117.5 mm

¹/₄ Page Vertical

Live (Non-Bleed)**:**	3.33 x 4.625 in.
	84.6 x 117.5 mm

DIGITAL ART REQUIREMENTS

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Note: *Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.*

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- 🔴 **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
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- 🟢 **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- 🟡 **Yellow** – 100 process yellow

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 DPI at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)

Bleed Ads: Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Crop marks are not necessary, but if you add them to your PDF, please offset the crop marks, color bars, and registration marks so they are outside the bleed.

Non-Bleed Ads: Please set up the file to the "Live" specs. If you are creating an ad smaller than a full page ad that does not bleed and has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

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For all inquiries about the ad portal, email PrintPublishing@otcnet.org. Please include advertiser and publication name in the subject of the email.

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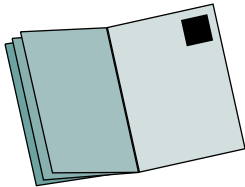
Conference Program Exclusive Product Category Advertising and Logo Stopper

AD MATERIALS DEADLINE: 6 March 2019

MECHANICAL SPECS

TRIM SIZE: 2 x 2 in. / 50.8 x 50.8 mm (set document to trim size)

Exclusive Product Category Ads
Trim: 2 x 2 in.
50.8 x 50.8 mm
Black & White ONLY

MECHANICAL SPECS FOR LOGO STOPPER

Logos will be reproduced between 1.25 in. / 31.8 mm and 2 in. / 50.8 mm wide. Sizes vary dependent of the width/height ratio of each logo. Logos should be submitted in Black & White or grayscale at a minimum of 1200 pixels wide. Vector formats such as Adobe Illustrator EPS will reproduce at a higher quality and are preferred.

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred**
- The SPE ad portal, SendMyAd, only accepts PDF/X-1a files for print ads

Note: *Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.*

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- ● **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- ● **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- ● **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- ● **Yellow** – 100 process yellow

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 DPI at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)

Bleed Ads: Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Crop marks are not necessary, but if you add them to your PDF, please offset the crop marks, color bars, and registration marks so they are outside the bleed.

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NOTE: All ads will be kept for one year only.

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For all inquiries about the ad portal, email PrintPublishing@otcnet.org.
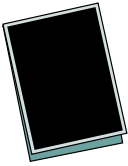Please include advertiser and publication name in the subject of the email.

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Please contact PrintPublishing@otcnet.org for all print advertising technical production questions.
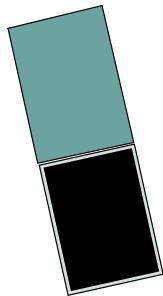
MECHANICAL SPECS

Full Page:
Outside Back Cover (OBC)
(Vertical ONLY)

Trim: 4.75 x 7.25 in.
120.7 x 184.2 mm

Bleed: 5 x 7.5 in.
127 x 191 mm

Live (Non-Bleed)**:** 4.25 x 6.75 in.
108 x 172 mm

Full Page: (IBC position)
First Fold (Vertical ONLY)

Trim: 4.75 x 7 in.
120.7 x 177.8 mm

Bleed: 5 x 7.25 in.
127 x 184.2 mm

Live (Non-Bleed)**:** 4.25 x 6.5 in.
108 x 165.1 mm

(Map Unfolded layout)

Standard Inside Ads (Vertical, Non-Bleed ONLY)

Trim: 2 x 4 in.
50.8 x 101.6 mm

Premium Inside Ads (Horizontal, Non-Bleed ONLY)

Trim: 7.25 x 3.125 in.
184.2 x 79.4 mm

DIGITAL ART REQUIREMENTS

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- The SPE ad portal, SendMyAd, only accepts PDF/X-1a files for print ads

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Please contact PrintPublishing@otcnet.org for all print advertising technical production questions.

LOGOS

The preferred format for logos is Adobe Illustrator EPS. For best results, supplied logos should be vector art. Bitmap logos must be supplied at 600 dpi or greater as an EPS file. A color or black and white proof must accompany the disk. **DO NOT** send logos that are embedded in word processing documents or PowerPoint files.

Submit Logos to: logos@otcnet.org

PLEASE put the year and event, for which the logo is applicable, in the "Subject" of the email.

Electronic Delivery

<u>DO</u> <u>NOT</u> email files exceeding 5MB. When sending a logo or banner ad by email, please state the company name and the meeting name in the subject line. Please include your contact information in the email in case the attachment corrupts during file transfer.

WEB BANNER ADS

Dimensions: 200 pixels wide x 200 pixels high

File size: 50KB limit, regardless of file type

File types: Flash, .gif or .jpg. Animation (15 seconds) is allowed but sound is not.

The advertiser must embed the target URL in a Flash banner before sending it to SPE; otherwise, the advertiser must specify the target URL when the file is sent.

Upload Web Banners to: SPE.sendmyad.com

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