



## ADVERTISING & LOGO REQUIREMENTS

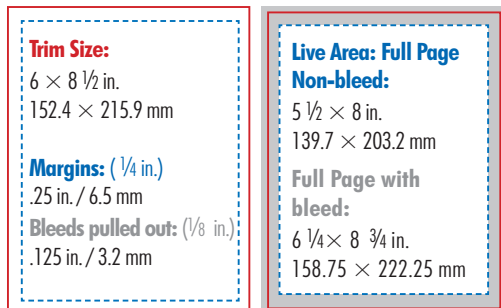
### MECHANICAL SPECS FOR CONFERENCE PREVIEW AND CONFERENCE PROGRAM ADS

**PREVIEW MATERIALS DEADLINE: 14 December 2009**

**PROGRAM MATERIALS DEADLINE: 15 February 2010**

**TRIM SIZE:** 6 × 8.5 in. / 152.4 × 215.9 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.



**4C ad**

**Full Page Ad Size (Non-Bleed)**  
5.5 × 8 in. / 139.7 × 203.2 mm

**Full Page Bleed Ad Size**  
6.25 × 8.75 in. / 158.75 × 222.25 mm

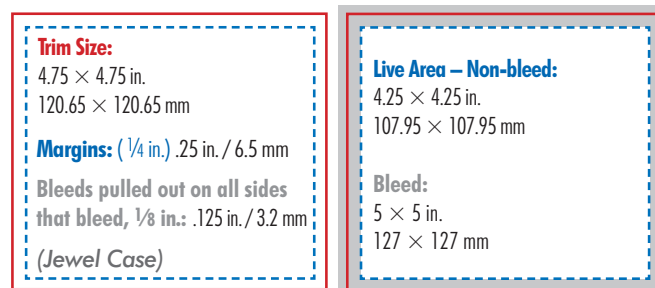
### CONFERENCE PROCEEDINGS CD AD

The Conference Proceedings ad is a sponsorship only ad. This ad will be printed in 4C.

**CD AD MATERIALS DEADLINE: 15 February 2010**

**TRIM SIZE:** 4.75 × 4.75 in. / 120.65 × 120.65 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.



**4C ad**

**Full Page Ad Size (Non-Bleed)**  
4.25 × 4.25 in. / 107.95 × 107.95 mm

**Full Page Bleed Ad Size**  
5 × 5 in. / 127 × 127 mm

### DIGITAL ART REQUIREMENTS

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

- Preflighted PDF/X-1a files created in QuarkXPress or InDesign with fonts embedded are preferred.
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.
- A low-resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.
- We also accept files created in any of the following software packages:
  - Adobe InDesign
  - QuarkXpress
  - Adobe Illustrator
  - Adobe Photoshop
- Art created in InDesign or Quark should be packaged or collected for output.
- Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.
- No effort will be made to match colors on advertising unless a contract quality digital proof is supplied: Matchprint, Approval, Chromalin, etc.
- Acceptable Media
  - CD
  - DVD
  - 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%. Keep all text, logos, and important graphics a minimum of 1/4 in. (6.5 mm) inside from the trim. Bleeds should extend 1/8 in. (3.2 mm) beyond the trim.

### LOGOS

#### For Printed Materials

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.

### ART SUBMISSION

#### Submit Ad Materials To:

Society of Petroleum Engineers  
Attn: Mary Jane Touchstone, Advertising Manager  
222 Palisades Creek Drive  
Richardson, Texas 75080 USA  
Tel: +1.972.952.9351  
Fax: +1.972.952.9358  
Email: [mtouchstone@spe.org](mailto:mtouchstone@spe.org) / [marketing@spe.org](mailto:marketing@spe.org)

### FILE TRANSFER REQUIREMENTS TO FTP FILES

#### REQUIREMENTS:

Use any computer with an operating system that can support the following:

- Broadband connection to the internet (recommended)
- Microsoft Internet Explorer 5.1 or later, Mozilla, Firefox, or later Windows, Mac, and Unix, Safari (Apple) browser, Netscape Navigator (or web browser that is CSS2 and HTML 4.01 compliant)
- Enabled Javascript support and Cookie support in the Web browser

#### INSTRUCTIONS:

**Website address:** <https://getit.spe.org>

**Username:** prod

**Password:** speUpload+2

Place in the folder labeled **10CTWI**. Once the file has been uploaded completely, please contact Mary Jane Touchstone with your filename.

Please contact [mtouchstone@spe.org](mailto:mtouchstone@spe.org) or [design@spe.org](mailto:design@spe.org) if you are having problems getting into the FTP site.

#### Electronic Delivery

**DO NOT** email files exceeding 3MB. When sending a logo or ad by email, state in the email exactly what the attachment is and include your contact information, in case the attachment corrupts during file transfer.

### WEB BANNER ADS

**Dimensions:** 180 pixels wide x 90 pixels high

**File size:** 30KB limit, regardless of file type

**File types:** Flash, .gif or .jpg. Animation 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.

**Submit Banner Ads to:** [marketing@spe.org](mailto:marketing@spe.org)