



## ADVERTISING & LOGO REQUIREMENTS

### MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

**PROGRAM MATERIALS DEADLINE: 13 September 2010**

**TRIM SIZE** (set document to trim size)

8.125 x 10.875 in. / 206.375 x 276.225 mm

**4C ad**

**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.

**Full Page Ad Size (Non-Bleed)**

6.813 x 10 in. / 173 x 254 mm

**Full Page Bleed Ad Size**

8.375 x 11.125 in. / 213 x 283 mm

**1/2 Page Horizontal Ad Size (Non-Bleed)**

6.813 x 4.875 in. / 173 x 124 mm

**1/2 Page Horizontal Bleed Ad Size**

8.375 x 5.875 in. / 213 x 149 mm

**1/4 Page Vertical Ad Size**

3.25 x 4.875 in. / 83 x 124 mm

We recommend a .5 hairline black rule for ads with white or very light backgrounds.

**Trim Size:**

8 1/8 × 10 7/8 in.  
206.375 × 276.225 mm

**Margins:** (1/4 in.)

.25 in. / 6.5 mm

**Bleeds pulled out:** (1/8 in.)

.125 in. / 3.2 mm

**(Live Area) Full Page Non-bleed:**

6 13/16 × 10 in.  
173 × 254 mm

**Full Page with bleed:**

8 3/8 × 11 1/8 in.  
213 × 283 mm

**Trim Size:**

8 1/8 × 10 7/8 in.  
206.375 × 276.225 mm

**Margins:** (1/4 in.)

.25 in. / 6.5 mm

**Bleeds pulled out:** (1/8 in.)

.125 in. / 3.2 mm

**1/2 Horizontal Non-bleed:**

6 13/16 × 4 7/8 in.  
173 × 124 mm

**1/2 Horizontal with bleed:**

8 3/8 × 5 7/8 in.  
213 × 149 mm

**1/4 Page Vertical Non-bleed:**

3 1/4 × 4 7/8 in.  
83 × 124 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: 6 September 2010**

**TRIM SIZE** (set document to trim size)

4.75 x 4.75 in. / 120.65 x 120.65 mm

**4C ad**

**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.

**Full Page Ad Size (Non-Bleed)**

4.25 x 4.25 in. / 107.95 x 107.95 mm

**Full Page Bleed Ad Size**

5 x 5 in. / 127 x 127 mm

**Trim Size:**

4 3/4 × 4 3/4 in.  
120.65 × 120.65 mm

**Bleeds pulled out on all sides that bleed, 1/8 in.:** .125 in. / 3.2 mm

(Jewel Case)

**Live Area – Non-bleed:**

4 1/4 × 4 1/4 in.  
107.95 × 107.95 mm

**Bleed:**

5 × 5 in.  
127 × 127 mm



# 2010 Canadian Unconventional Resources and International Petroleum Conference 19–21 October 2010 • Calgary, Alberta, Canada



## ADVERTISING & LOGO REQUIREMENTS

### 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 Production 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:** 4speAds~1

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.

Place in the folder labeled **2010CURIPC**. Once the file has been uploaded completely, please contact Mary Jane Touchstone at [mtouchstone@spe.org](mailto:mtouchstone@spe.org) with your filename.

#### 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:** 468 pixels wide x 60 pixels high

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

**File types:** Flash, .gif or .jpg. Animation is allowed but sound is not. For Flash files, the WMODE setting needs to be "transparent" in the publish settings.

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)