

EFFECTIVE 1 JANUARY 2012

Advertising Sizes

The publication/final trim is 8.125 × 10.875 in. / 206.375 × 276.225 mm. Keep all text, logos, and important information at least .25 in. (6 mm) inside the trim size on all sides. Bleeds should extend .125 in. (3.2 mm) beyond the trim.

Trim Size for Double Page Spread: 16.25 × 10.875 in. 413 × 276 mm	Spread: 16.5 × 11 1/8 in. 419 × 283 mm
Double Page Spread Non-bleed: 15.75 × 10 in. 400 × 254 mm	Double Page Spread with bleed: 16.5 × 11 1/8 in. 419 × 283 mm
leave .5 in. / 12.7 mm in the center/gutter	

1/3 Page Vertical
 4.438 × 9.563 in.
 113 × 243 mm

Trim Size: 8.125 × 10.875 in. 206.375 × 276.225 mm	Live Area: Full Page Non-bleed: 6.813 × 10 in. 173 × 254 mm
Margins: (1/4 in.) .25 in. / 6.5 mm	Full Page with bleed: 8.375 × 11.125 in. 213 × 283 mm
Bleeds pulled out: (1/8 in.) .125 in. / 3.2 mm	

1/2 Page Island
 4.438 × 7.5 in.
 113 × 191 mm

1/2 Page Vertical Live Area: 1/2 Vertical Non-bleed: 3.25 × 9.563 in. 83 × 243 mm	Bleeds pulled out on left, right and bottom 1/8 in.: .125 in. / 3.2 mm
	1/2 Vertical with bleed: 4.125 × 11.125 in. 105 × 283 mm

1/3 Page Square
 4.438 × 4.875 in.
 113 × 124 mm

1/2 Horizontal Document Size: 8.125 × 5.625 in. 206.375 × 142.875 mm	Bleeds pulled out on left, right and bottom 1/8 in.: .125 in. / 3.2 mm
Live Area: 1/2 Horizontal Non-bleed: 6.813 × 4.875 in. 173 × 124 mm	1/2 Horizontal with bleed: 8.375 × 5.875 in. 213 × 149 mm

1/3 Page Vertical Live Area: 1/3 Vertical Non-bleed: 2.125 × 9.563 in. 54 × 243 mm	Bleeds pulled out on left, right and bottom 1/8 in.: .125 in. / 3.2 mm
	1/3 Vertical with bleed: 2.875 × 11.125 in. 73 × 283 mm

1/4 Page Vertical
 3.25 × 4.875 in.
 83 × 124 mm

Closing Dates

Insertion Order Deadline: 9th of month prior to publication

Material Deadline: 16th of the month prior to publication

Method of Printing: Web offset

Binding: Perfect bound

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof.

Standard second color: Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

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

Matched Color: When matched colors are submitted as a second color, these will be built from process colors. If a matched color requires a PMS color run, please see your sales representative for five-color ad rates.

File Specifications: Pre-flighted PDF/X-1a files created in QuarkXPress or Adobe InDesign with fonts embedded are preferred. Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Set the file up to the trim size. Keep all text, logos, and important graphics a minimum of .25 in. (6.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim. Offset crop marks, color bars, and registration marks past the bleed area.

Storing of advertising material: Ad material will be held for 12 months and then will be destroyed unless otherwise instructed in writing.

Methods for Ad Material Submission

UPLOAD

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

Username: prod

Password: Please contact Mary Jane Touchstone or design@spe.org for the current password.

Once your file has completely uploaded, contact Mary Jane Touchstone at mtouchstone@spe.org with your filename and location. Note: Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.

EMAIL

For files under 5 MB, please email to Mary Jane Touchstone. Please make sure to include advertiser name and contact information, publication name, and issue date.

MAIL

Society of Petroleum Engineers

Attn: Mary Jane Touchstone, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 Email: mtouchstone@spe.org



An Official Publication of The Society of Petroleum Engineers

OGFMAG_form_8768_specs_1011

2012 ADVERTISEMENT INSERTION ORDER/SPACE AGREEMENT

Sales

Eric Jeter
Print Sales Representative—
North/South America
 Tel: +1.713.457.6835
 Fax: +1.713.779.4220
 Email: ejeter@spe.org

Rob Tomblin
Print Sales Representative—Europe and
Sub-Sahara Africa
 1st Floor, Threeways House
 40/44 Clipstone Street
 London W1W 5DW, UK
 Tel: +44.20.7299.3300
 Fax: +44.20.7299.3309
 Email: rtomblin@spe.org

Sween Rajan
Print Sales Representative—Middle East,
Asia, and Africa
 P.O. Box 215959
 Dubai, UAE
 Tel: +971.4.457.5852
 Email: srajan@spe.org

Taghreed Khallaf
Print Sales Representative—Middle East,
Asia, and Africa
 P.O. Box 215959
 Dubai, UAE
 Tel: +971.4.457.5850
 Email: tkhallaf@spe.org

Craig W. Moritz
Senior Manager, Sales—
North/South America and Asia
 10777 Westheimer Road, Ste. 1075
 Houston, Texas 77042-3455 USA
 Tel: 1.800.456.6863 (Toll-free in the USA/Canada)
 or +1.713.457.6888
 Fax: +1.713.779.4220
 Email: cmoritz@spe.org

Send Materials to

Society of Petroleum Engineers
Mary Jane Touchstone
Advertising Production Manager
 222 Palisades Creek Drive
 Richardson, Texas 75080-2040 USA
 Tel: 1.800.456.6863 (Toll-free in the USA/Canada)
 or +1.972.952.9393, ext. 351
 Fax: +1.972.952.9358
 Email: mtouchstone@spe.org



COMPANY NAME		DATE SUBMITTED	
COMPANY CONTACT		AD INDEX LISTING	
COMPANY ADDRESS			
EMAIL			
TEL		FAX	
PUBLICATION			
MONTH(S)			
POSITION(S)			
HEADLINE/AD TITLE			
AD SIZE*	4/C	BW	OTHER (SPECIFY)
Double Page			
Full Page			
2/3 Page			
1/2 H Page			
1/2 V Page			
1/2 Island			
1/3 V Page			
1/3 Sq Page			
1/4 Page			
	YES	NO	REPEAT FROM (PUBLICATION/ISSUE)
NEW MATERIAL?			
PRODUCTION CONTACT		SPECIAL INSTRUCTIONS	
TEL/EMAIL			
GROSS	AGENCY DISCOUNT	GST (Canada Only—JCPT)	NET
FREQUENCY RATE <input type="checkbox"/> 1X <input type="checkbox"/> 3X <input type="checkbox"/> 6X <input type="checkbox"/> 12X <input type="checkbox"/> 18X <input type="checkbox"/> 24X <input type="checkbox"/> 36X <input type="checkbox"/> 48X			
BILLING ADDRESS			
AUTHORIZED BY			DATE
PO#			