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## SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition 1-2 April 2008 • The Woodlands, Texas

# ADVERTISING CONTRACT

This is an Advertising Contract for advertisement space for the 2008 SPE/ICoTA Coiled Tubing and Well Intervention Conference and Exhibition in The Woodlands, Texas, in which will become a binding contract if the advertiser satisfies and agrees to the Advertising Policies as set forth in this Contract. The undersigned advertiser does hereby request advertising space for the 2008 SPE/ICoTA Coiled Tubing & Well Intervention Conference and Exhibition, which will be held 1-2 April in The Woodlands, Texas. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for advertisement space.

### ADVERTISER INFORMATION

Company: \_\_\_\_\_

SPE/ICoTA 2008 Booth Number: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_

Zip Code/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

URL Address: \_\_\_\_\_

### ADVERTISING OPPORTUNITIES

Preview Inside Front Cover – 2 color*	<input type="checkbox"/> \$800
Preview Inside Back Cover – 2 color*	<input type="checkbox"/> \$800
Program Inside Front Cover – 2 color*	<input type="checkbox"/> \$500
Program Outside Back Cover – 2 color*	<input type="checkbox"/> \$550
Program Inside Back Cover – 2 color*	<input type="checkbox"/> \$500
Full Page – 2 color*	<input type="checkbox"/> \$400

*\*Pantone (PMS) colors available on covers only. PMS Color 287+Black.*

*\*\* Premium advertising reservations available for 20% up charge.*

Advertising Total:	\$ _____
50% Deposit Required:	\$ _____
50% Balance Due:	\$ _____
Total Paid with Contract:	\$ _____

Prices are reflected in U.S. dollars. Payment accepted in U.S. dollars only.

I hereby submit this contract for advertising space for the 2008 SPE/ICoTA Coiled Tubing & Well Intervention Conference and Exhibition and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
AUTHORIZED REPRESENTATIVE Date: \_\_\_\_\_

\_\_\_\_\_  
SPE REPRESENTATIVE Date: \_\_\_\_\_

### PAYMENT METHOD

Check Enclosed -- Check Number: \_\_\_\_\_  
Please make checks payable to the Society of Petroleum Engineers.

American Express     Diners Club     MasterCard  
 Visa

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Card Holder: \_\_\_\_\_

Billing Address of Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Authorized Charge: \$ \_\_\_\_\_

## MAILING ADDRESS

SOCIETY OF PETROLEUM ENGINEERS  
SPE SALES DEPARTMENT  
222 Palisades Creek Drive – Richardson, TX 75080 USA  
Phone: +1.972.952.9393 Fax: +1.972.952.9397

### SPE Sales Department

Joan Payne +1.972.952.9356 or [jpayne@spe.org](mailto:jpayne@spe.org)  
Kirk Colligan +1.972.952.9516 or [kcolligan@spe.org](mailto:kcolligan@spe.org)

### SPE Internal Use Only

Contract Received: \_\_\_\_\_ Deposit Received: \_\_\_\_\_  
Confirmation Notice Sent: \_\_\_\_\_  
Full Payment received: \_\_\_\_\_

# **2008 SPE/ICoTA COILED TUBING & WELL INTERVENTION CONFERENCE AND EXHIBITION ADVERTISING POLICIES**

SPE/ICoTA has instituted the following policies for advertising with the SPE/ICoTA Coiled Tubing and Well Intervention Conference and Exhibition. The Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising space.

## **SPE/ICoTA ADVERTISING POLICY**

SPE/ICoTA accepts advertising (print and electronic) for goods and services that, in the publisher's judgment, address the technical or professional interests of its readers. SPE/ICoTA reserves the right to refuse to publish any advertising it considers to be unacceptable.

Advertising is accepted by SPE/ICoTA with the understanding that the advertiser is ultimately responsible and liable for full payment to SPE of any outstanding charges for advertising space.

In accepting advertising, SPE/ICoTA provides no guarantees that such advertising will result in revenues for the advertiser.

The final decision on advertising format and terminology rests with SPE/ICoTA and is provided on the Advertising and Logo Specifications Sheet.

## **SPE/ICoTA ADVERTISING PAYMENT POLICY**

SPE/ICoTA requires a fifty percent (50%) deposit on all advertising. This deposit must be submitted with the signed Advertising Contract in order to secure advertising space.

All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in this premium location, SPE/ICoTA will then consider this location available to all SPE/ICoTA exhibitors and eligible advertisers.

Upon receipt of a signed Advertising Contract and required deposit, SPE/ICoTA will send the advertiser a Confirmation Notice for Advertising Space. No confirmation will be sent and no advertisement will be published until the advertiser has submitted the Advertising Contract and deposit.

For advertising space in the SPE/ICoTA Conference Program, the remaining fifty percent (50%) is due within thirty (30) days of receipt of advertisement tear sheets.

For all other advertising space, the remaining fifty percent (50%) is due thirty (30) days prior to the event. If an advertiser has confirmed advertising space within thirty (30) days of the event, full payment is required with submittal of Advertising Contract in order to confirm advertising space.

Payment is accepted in U.S. dollars only. SPE/ICoTA accepts most credit cards, checks, money orders and wire transfers.

Should an advertiser elect to cancel their confirmed advertisement, the advertiser is not entitled to a refund of monies paid to SPE.

## **2008 SPE/ICoTA PRINT ADVERTISING DEADLINES**

### **To secure advertising space in the SPE/ICoTA Conference Preview:**

- Advertising Contracts, 50% deposit and advertising materials must be received by **12 December 2007**.

### **To secure advertising space in the SPE/ICoTA Conference Program:**

- Advertising Contracts and 50% deposit must be received by **20 February 2008**.
- Advertising Materials must be received by **20 February 2008**.

It is the advertiser's responsibility to adhere to the guidelines and procedures as outlined on the Advertising and Logo Specifications, which are a part of this contract. If an advertiser does not meet the above published deadlines, SPE/ICoTA cannot guarantee advertising space.



## MECHANICAL SPECS for Conference Preview and Conference Program Ads

**PREVIEW MATERIALS DEADLINE: 12 December 2007**  
**PROGRAM MATERIALS DEADLINE: 29 February 2008**

### Trim Size:

6" x 8.5" / 152.4 x 215.9 mm

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

Full Page Non-bleed 5 1/2 x 8 in. 139.7 x 203.2 mm	Full Page with bleed 6 1/4 x 8 3/4 in. 158.75 x 222.25 mm
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### Full Page Ad Size (Non-Bleed)

5.5" x 8" / 139.7 x 203.2 mm

### Full Page Bleed Ad Size

6.25" x 8.75" / 158.75 x 222.25 mm

## CONFERENCE PROCEEDINGS CD AD

The Conference Proceedings ad will be 4C.

**CD AD MATERIALS DEADLINE: 20 February 2008**

### Trim Size:

4.75" x 4.75" / 120.65 x 120.65 mm

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

Full Page Non-bleed 4 1/4 x 4 1/4 in. 107.95 x 107.95 mm	Full Page with bleed 5 x 5 in. 127 x 127 mm
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(Jewel case)

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

4.25" x 4.25" / 107.95 x 107.95 mm

### Full Page Bleed Ad Size

5" x 5" / 127 x 127 mm

## DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in 2C (black & PMS 808C) 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:
  - o Adobe InDesign
  - o QuarkXpress
  - o Adobe Illustrator
  - o 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.
- Acceptable Media
  - o CD
  - o DVD
  - o Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

**Technical Specifications:** Images must be in 2C (black & PMS 808C) 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 mm) inside from the trim. Bleeds should extend 1/8 in. (3 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.

### 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.

## FILE TRANSFER REQUIREMENTS TO FTP FILES

### Via Internet Browser (PC):

- Type in <ftp://prodftp.spe.org>
- Click on the 08CTWI folder/link
- Go to "File" and then "Login as"
- **Enter User Name:** prod
- **Enter Password:** spe222!

### Via Fetch (Mac):

**Host:** prodftp.spe.org  
**User ID:** prod  
**Password:** spe222!

Place in the folder labeled 08CTWI. Once the file has been uploaded completely, please contact Mary Jane Touchstone with your filename.

## ART SUBMISSION

### Submit Ad Materials To:

Society of Petroleum Engineers  
Attn: Mary Jane Touchstone, – 08CTWI  
Publishing Services Advertising Manager  
222 Palisades Creek Drive  
Richardson, Texas 75080-2040, 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)