



# 2008 Tight Gas Completions Conference

9–11 June 2008 • San Antonio, Texas

## ADVERTISING & LOGO REQUIREMENTS

### MECHANICAL SPECS for Conference Preview and Conference Program Ads

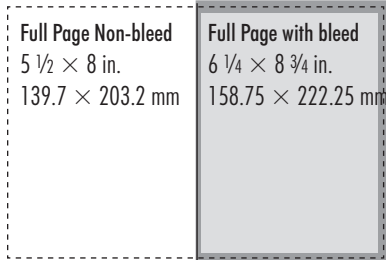
**PREVIEW MATERIALS DEADLINE: 15 February 2008**

**PROGRAM MATERIALS DEADLINE: 21 April 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 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

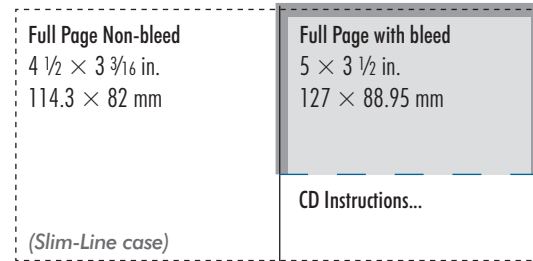
The Conference *Proceedings* ad is a sponsorship only ad. This ad will be printed in 4C.

**CD AD MATERIALS DEADLINE: 21 April 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 Ad Size (Non-Bleed)

4.5" x 3.2" / 114.3 x 82 mm

#### Full Page Bleed Ad Size (Bleeds top, right, and left)

5" x 3.5" / 127 x 88.95 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:
  - 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 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 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 08TGC 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 08TGC. 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, – 08TGC  
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)