

## CONFERENCE PROGRAM

### ADVERTISING SPECIFICATIONS

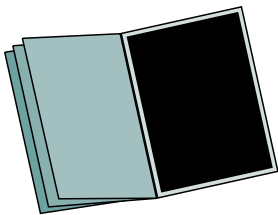
**MATERIALS DEADLINE: 23 July 2018**

#### MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

**TRIM SIZE:** 6 x 8.5 in. / 152.4 x 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.

*Ad specs are for Perfect-bind and Saddle-stitched.*



#### Full Page

Trim:	6 x 8.5 in. 152.4 x 215.9 mm
Bleed:	6.25 x 8.75 in. 158.75 x 222.25 mm
Live (Non-Bleed):	5.5 x 8 in. 139.7 x 203.2 mm

#### DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files. These specs are set up if you are creating your ad in Adobe InDesign or Illustrator. If you are creating your ad in Photoshop and are having trouble setting up your file, please contact [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org) for assistance.

- **Preflighted PDF/X-1a:2001 files created in InDesign with fonts embedded are preferred.**

- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.

**Note:** 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%. Please make sure you convert all colors to CMYK, 4-Color process.

*(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)*

**\*Bleed Ads:** Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Please offset crop marks, color bars, and registration marks so they are outside the bleed.

**Non-Bleed Ads:** Please set up the file to the "Live" specs. If your ad has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

#### PDF Presets for joboptions file

The SPE\_Publications joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this joboptions file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and meetings materials. Available upon request at [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org).

*NOTE: All ads will be kept for one year only.*



#### SUBMITTING YOUR PRINT AD OR WEB BANNER AD

**Website address:** [SPE.sendmyad.com](http://SPE.sendmyad.com)

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

For all inquiries about the ad portal, email [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org).

Please include advertiser and publication name in the subject of the email.

**FAQS** InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request. Please contact [PrintPublishing@spe.org](mailto:PrintPublishing@spe.org) for all print advertising technical production questions.



## 2018 SPE Artificial Lift Conference & Exhibition—North America

28–30 August 2018 • The Woodlands, Texas USA

<http://www.spe.org/events/alce/2018/>

# LOGOS AND WEB BANNER

## ADVERTISING SPECIFICATIONS

### LOGOS

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.

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

**PLEASE put the year and event, for which the logo is applicable, in the "Subject" of the email.**

#### Electronic Delivery

**DO NOT** email files exceeding 5MB. When sending a logo or banner ad by email, please state the company name and the meeting name in the subject line. Please include your contact information in the email 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.

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.



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