Society of Petroleum Engineers

Co-located Conference

2020 SPE Canada Heavy Oil Technical Conference

2020 SPE Canada Unconventional Resources Conference

18–19 March 2020 • Calgary, Alberta, Canada

Conference Program

Advertising Specifications

MATERIALS DEADLINE: 11 February 2020

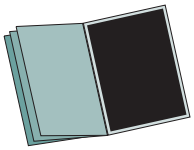
MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

TRIM SIZE: 8.27 X 11.69 in. / 210 X 297 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.

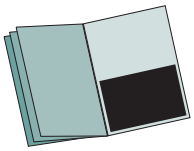
Bleeds: Bleed should be pulled out a minimum of .125 in. / 3.2 mm beyond the trim on all sides that bleed.

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



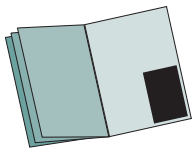
Full Page

Trim:	8.27 x 11.69 in. 210 x 297 mm
Bleed:	8.49 x 11.96 in. 215.5 x 302.7 mm
Live (Non-Bleed):	7.3 x 10.7 in. 184.6 x 271.6 mm



1/2 Page Horizontal

Trim:	8.27 x 5.685 in. 210 x 144.4 mm
Bleed:	8.49 x 5.9 in. 215.5 x 149.3 mm
Live (Non-Bleed):	7.3 x 5.2 in. 184.6 x 132.7 mm



1/4 Page Vertical

Live (Non-Bleed):	3.5 x 5.2 in. 89.4 x 132.7 mm

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred**
- The SPE ad port, SendMyAd, only accepts PDF/X-1a files for print ads

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 .25 in. (6.4 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Crop marks are not necessary, but if you add them to your PDF, please offset the 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 you are creating an ad smaller than a full page ad that does not bleed and 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. It is available for download at www.spe.org/sales/publications or upon request at PrintPublishing@spe.org.

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

SUBMITTING YOUR PRINT AD

Email Program Ads to: rpaulson@spe.org

Logos and Web Banner Advertising

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: logos@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: .gif or .jpg. Animation is allowed but sound is not. Maximum limit is 15 seconds

The advertiser must specify the target URL when the file is sent.

Submit Web Banner Ads to: rpaulson@spe.org