

## PROGRAM ADVERTISING SPECIFICATIONS

**MATERIALS DEADLINE: 23 May 2023**

Program will be delivered in digital form, not printed. Print spec elements such as bleed are provided for the convenience of companies who may be using the same ad in print elsewhere. Ads conforming to either the print or digital specs are acceptable.

### MECHANICAL SPECS

**TRIM SIZE:** 6 x 8.5 in. / 152.4 x 215.9 mm  
(set document to trim size)

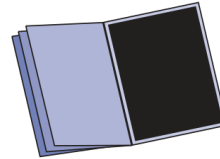
**Live Area:** All type, images, and other critical information must be a minimum of 0.25 in / 6.5 mm inside the trim on all sides

### DIGITAL ART REQUIREMENTS

**Files created in InDesign with fonts embedded are preferred. PDFs created on High Quality Print or PDF/X-1a:2001.**

[Download InDesign Template](#)

**Color profile:** RGB (digital) or CMYK (print)



#### 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

**Bleed Ads:** Keep all text, logos, and important graphics a minimum of 0.375 in (9.5 mm) inside from the trim. Bleeds should extend 0.125 in (3.2 mm) beyond the trim, on the sides that bleed.

**Non-Bleed Ads:** Please set up the file to the “live” specs. This is what will show in the digital version. If your ad has a white background, please add a hairline rule around the ad (the size of the “Live” specs).

[Submitting your materials here](#)

## 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. EPS files are needed for any logos to be used on printed materials. DO NOT send logos that are embedded in word processing documents or PowerPoint files (quality will be poor).

For logos that will be used on digital materials only, the preferred format is high quality .png files with a transparent background. Other acceptable formats are .gif and .jpg. Ensure logo is at least 300 dpi.

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

### WEB BANNER ADS

**Dimensions:** 728 px wide x 90 px high

**File size:** 30KB limit, regardless of file type

**File types:** .gif, .jpg or .png.  
Animation is allowed but sound is not. Maximum limit is 15 seconds.

Advertiser must specify the target URL for the ad. URL may contain UTM tracking codes.