PROGRAM ADVERTISING SPECIFICATIONS   MATERIALS DEADLINE: 10 July 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.
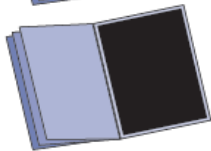
MECHANICAL SPECS

TRIM SIZE: 8.15 x 10.875 in. / 206.375 x 276.225 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
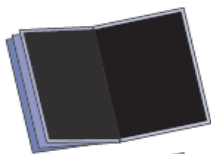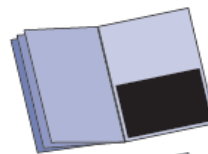
Double Page Spread
Trim: 16.25 x 10.875 in. / 413 x 276.225 mm
Bleed: 16.5 x 11.125 in. / 419 x 283 mm
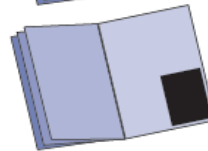Live (Non-Bleed): 15.75 x 10 in. / 400 x 254 mm

Full-Page
Trim: 8.125 x 10.875 in. / 206.375 x 276.225 mm
Bleed: 8.375 x 11.125 in. / 213 x 283 mm
Live (Non-Bleed): 6.8 x 10 in. / 173 x 254 mm

1/2 Page Horizontal
Trim: 8.125 x 5.375 in. / 206.375 x 136.525 mm
Bleed: 8.375 x 5.5 in. / 213 x 139.7 mm
Live (Non-Bleed): 6.8 x 4.625 in. / 173 x 117.5 mm

1/4 Page Vertical
Live (Non-Bleed): 3.33 x 4.625 in. / 84.6 x 117.5 mm

DIGITAL ART REQUIREMENTS

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

Download InDesign Templates

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

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: https://sopeng.sharepoint.com/sites/ConferenceProgramBrochures-Specs-Ads/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FConferenceProgramBrochures%2DSpecs%2DAds%2FShared%20Documents%2FGeneral%2F23ETS&p=true&ga=1

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 or website only, the preferred format is .png files with a transparent background. Other acceptable formats are .gif and .jpg. Ensure logo is at least 300 dpi.

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.

Submit logos to: logos@spe.org