

# *SPE Publications — PDF Presets for joboptions*

## **What is the SPE\_Publications 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.

## **How do I install the file?**

Follow these steps to automatically set your PDF settings to SPE Publications standards.

1. Download the **SPE Publications-Advertiser kit.zip** from [www.spe.org/sales/publications](http://www.spe.org/sales/publications).
2. Depending on what type of computer/operating system you are running, save the file (**SPE\_Publications.joboptions**) to one of the following locations:

### **(Windows XP)**

Documents and Settings/[username]/  
Application Data/Adobe/Adobe PDF/Settings

### **(Vista/Windows 7)**

Users/[username]/AppData/Roaming/Adobe/  
Adobe PDF/Settings

### **(Mac OS)**

Library/Application Support/Adobe/Adobe PDF/  
Settings

3. Open the application and use the SPE\_Publications setting to create the PDF.

## **How do I create a PDF?**

Directions for Adobe applications (InDesign, Illustrator, and Photoshop) and Microsoft applications (Word & Publisher) are illustrated in the following two pages.

**NOTE:** SPE does not accept application files. A PDF must be uploaded to the SPE ad portal at [spe.sendmyad.com](http://spe.sendmyad.com).

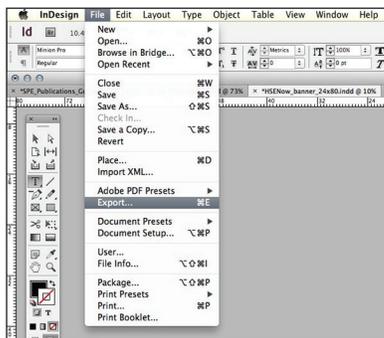


# Creating a PDF with SPE job options

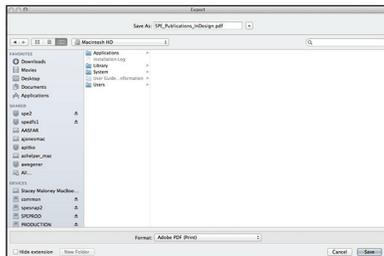
## Adobe InDesign CC 2018

Follow these steps to create a PDF in InDesign that meets SPE publication standards.

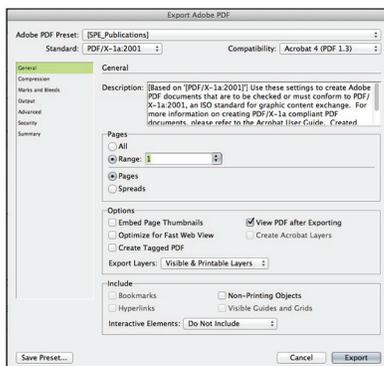
1. Layout ad using ad specifications listed on the SPE Ad Portal, [spe.sendmyad.com](http://spe.sendmyad.com).
2. Preflight the ad using the SPE Publications preflight profile. The file (**SPE Publications.idpp**) is included in the SPE Publications-Advertisers Kit download.
3. Choose File>Export



4. Choose the file name and location where to save the PDF. Select “Adobe PDF (Print)” as export file type and click “Save.”



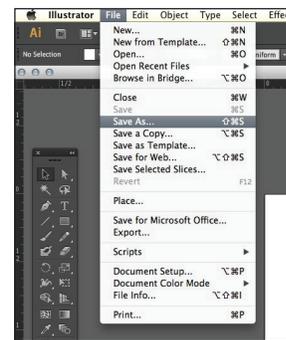
5. Select “SPE Publications” from the Adobe PDF preset drop down menu. If your document includes multiple pages, make sure to only include one page in the PDF. Click “Export.”



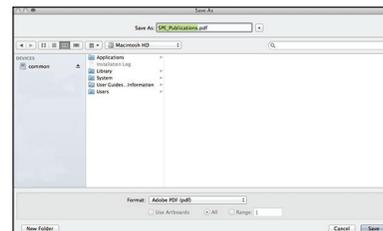
## Adobe Illustrator CC 2018

Follow these steps to create a PDF in Illustrator that meets SPE publication standards.

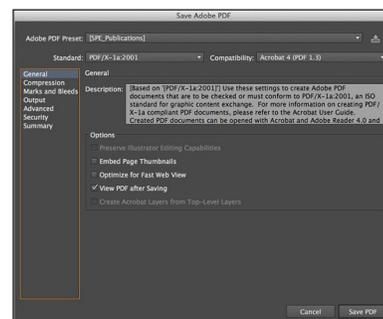
1. Layout ad using ad specifications listed on the SPE Ad Portal, [spe.sendmyad.com](http://spe.sendmyad.com).
2. Check that colors and graphics used are CMYK and have a minimum resolution of 300 dpi.
3. Choose File>Save As



4. Choose the file name and location where to save the PDF. Select “Adobe PDF” as export file type and click “Save.”



5. Select “SPE Publications” from the Adobe PDF preset drop down menu. Click “Save PDF.”



5. If the following pop-up box appears, please click “OK” to continue creating the PDF.

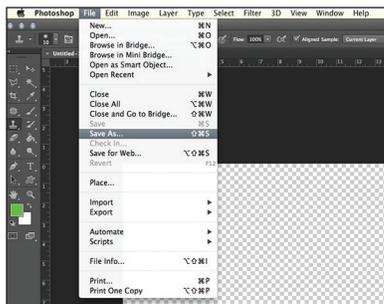


# Creating a PDF with SPE job options

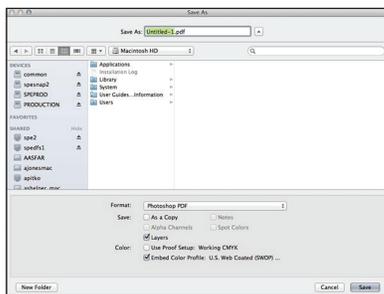
## Adobe Photoshop CC 2018

Follow these steps to create a PDF in Photoshop that meets SPE publication standards.

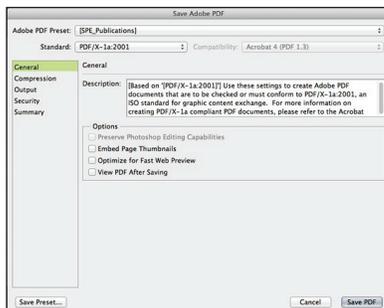
1. Layout ad using ad specifications listed on the SPE Ad Portal, [spe.sendmyad.com](http://spe.sendmyad.com).  
**NOTE:** If creating a bleed ad, please set the document size to the bleed size and make sure all text and graphics that need to print are a minimum of .5 in. (12.7 mm) from each side of the ad.
2. Check that colors and graphics used are CMYK and have a minimum resolution of 300 dpi.
3. Choose File>Save As



4. Choose the file name and location where to save the PDF. Select "Adobe PDF" as file type. Click "Save."



5. Select "SPE Publications" from the Adobe PDF preset drop down menu.

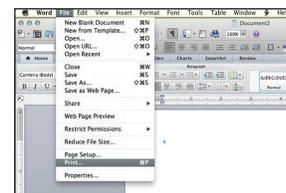


**NOTE:** A PDF created in Photoshop will not have bleed and/or crop marks.

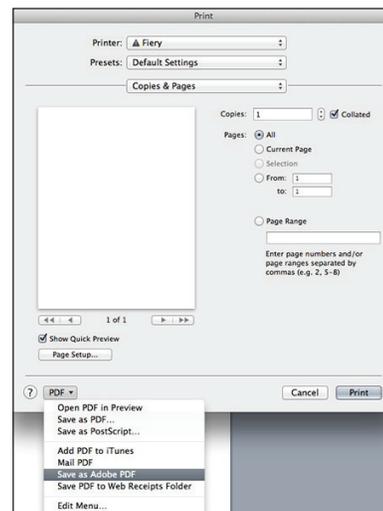
## Microsoft Word for Mac

Follow these steps to create a PDF in Word that meets SPE publication standards.

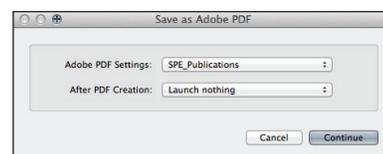
1. Layout ad using the SPE provided Word template. Please contact your ad sales rep for template.
2. Check that colors and graphics used are CMYK and have a minimum resolution of 300 dpi.
3. Choose File>Print



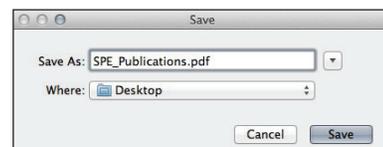
4. Click the "PDF" from the lower lefthand corner and select "Adobe PDF" and click "Save."



5. Select "SPE Publications" from the Adobe PDF settings drop down menu. Click "Save PDF."



5. Choose the file name and location where to save the PDF. Click "Save."



**NOTE:** A PDF created in Word (Mac) will not have bleed and/or crop marks.

# Creating a PDF with SPE job options

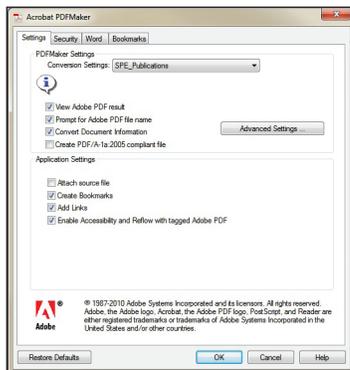
## Microsoft Word 2013 (PC)

Follow these steps to create a PDF in Word that meets SPE publication standards.

1. Layout ad using the SPE provided Word template, Please contact your ad sales rep for template.
2. Check that colors and graphics used are CMYK and have a minimum resolution of 300 dpi.
3. Choose “Acrobat” on the ribbon. Click on “Preferences” in the ribbon.



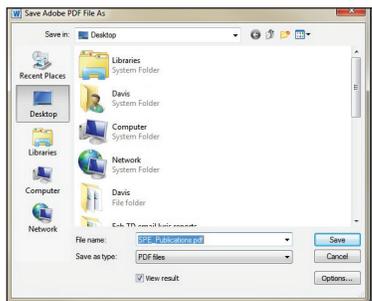
4. Choose “SPE Publications” from the conversion setting drop-down menu and click “OK.”



5. Choose “Create PDF” from the Ribbon.



5. Choose the file name and location where to save the PDF. Click “Save.”

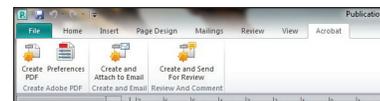


**NOTE:** A PDF created in Word (PC) will not have bleed and/or crop marks.

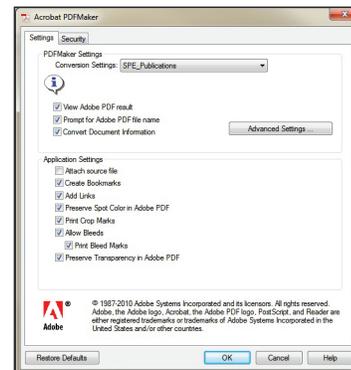
## Microsoft Publisher 2013 (PC)

Follow these steps to create a PDF in Publisher that meets SPE publication standards.

1. Layout ad using ad specifications listed in the current year's media guide. Available at [<website>](#).
2. Check that colors and graphics used are CMYK and have a minimum resolution of 300 dpi.
3. Choose “Acrobat” on the ribbon. Click on “Preferences” in the ribbon.



4. Choose “SPE Publications” from the conversion setting drop-down menu and click “OK.”



5. Choose “Create PDF” from the Ribbon.



5. Choose the file name and location where to save the PDF. Click “Save.”

