

JPT MAGAZINE AD SIZES

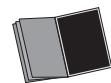
DISPLAY ADVERTISING	SPECS: Trim (in./mm) (CMYK, 300 DPI, PDFx-1A)	RATES (USD)
2-Page Spread	16.25 X 10.875 in. / 206.375 X 276.225 mm	12,800
Back Cover	8.125 X 10.875 in. / 206.375 X 276.225 mm	7,000
Inside Front Cover	8.125 X 10.875 in. / 206.375 X 276.225 mm	7,600
Full-Page	8.125 X 10.875 in. / 206.375 X 276.225 mm	6,900
1/2 Page Island	4.5 X 7.5 in. / 114.3 X 191	5,200
1/2 Page Horizontal	8.125 X 5.375 in. / 206.375 X 136.5 mm	4,800
1/2 Page Vertical	4 X 10.875 in. / 101.6 X 276.225 mm	4,800
1/3 Page Vertical	2.75 X 10.875 in. / 71.69 X 276.225 mm	3,800

Additional Opportunities: Additional charge for special editorial positions. Call for pricing.



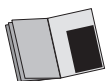
SPREAD

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



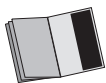
FULL PAGE

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



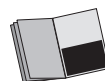
1/2 PAGE ISLAND

Live / Non-Bleed: 4.5 x 7.5 in. / 114.3 x 191 mm



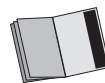
1/2 PAGE VERTICAL

Trim: 4 x 10.875 in. / 101.6 x 276.225 mm
Bleed: 4.125 x 11.125 in. / 104.775 x 283 mm
Live / Non-Bleed: 3.33 x 9.6 in. / 84.6 x 243 mm



1/2 PAGE HORIZONTAL

Trim: 8.125 x 5.375 in. / 206.375 x 136.5 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



1/3 PAGE VERTICAL

Trim: 2.75 x 10.875 in. / 71.69 x 276.225 mm
Bleed: 2.875 x 11.125 in. / 73 x 283 mm
Live / Non-Bleed: 2.125 x 9.6 in. / 54 x 243 mm

DISPLAY ADVERTISING REQUIREMENTS

Please create your ad just like you would if JPT was still in print.

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 for assistance.

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

SUBMITTING YOUR AD TO THE AD PORTAL

- ▶ Upload to: [SPE.sendmyad.com](https://spe.sendmyad.com)
- ▶ Once Print Publishing receives your Insertion Order, an ad reservation will be created through SendMyAd. You will receive an email from the ad portal showing your reservation for your ad. Check your “spam/junk” folder.
- ▶ If you are an existing customer, please click on the link in the email reservation to get to your ad upload page.
- ▶ If you are not a customer yet, 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.
- ▶ **REQUIRED:** Please provide your URL for the ad.
- ▶ For all inquiries about the ad portal, email PrintPublishing@spe.org. Please include advertiser and publication name in the subject of the email.
- ▶ 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 for all print advertising technical production questions.

NOTE: All ads will be kept for 12 months only.

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

Download the SPE Publications Advertiser Kit for the joboptions file that 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.

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

SUBMITTING YOUR PRINT AD OR WEB BANNER AD

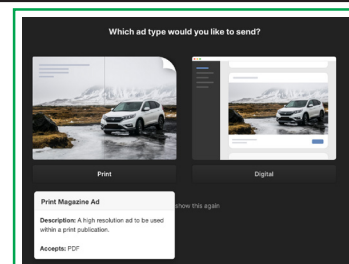
Website address: [SPE.sendmyad.com](https://spe.sendmyad.com)

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



Upload to a “Print” ad, even for digital JPT Display ads.



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 for all print advertising technical production questions.