

## JPT MAGAZINE AD SIZES

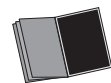
DISPLAY ADVERTISING	SPECS: Trim (in./mm) (CMYK, 300 DPI, PDFx-1A)	RATES (USD)
<b>2-Page Spread</b>	16.25 X 10.875 in. / 206.375 X 276.225 mm	12,800
<b>Back Cover</b>	8.125 X 10.875 in. / 206.375 X 276.225 mm	8,000
<b>Inside Front Cover</b>	8.125 X 10.875 in. / 206.375 X 276.225 mm	7,600
<b>Full-Page</b>	8.125 X 10.875 in. / 206.375 X 276.225 mm	6,900
<b>1/2 Page Island</b>	4.5 X 7.5 in. / 114.3 X 191	5,200
<b>1/2 Page Horizontal</b>	8.125 X 5.375 in. / 206.375 X 136.5 mm	4,800
<b>1/2 Page Vertical</b>	4 X 10.875 in. / 101.6 X 276.225 mm	4,800
<b>1/3 Page Vertical</b>	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.



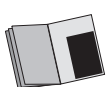
### SPREAD

**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



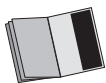
### FULL PAGE

**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



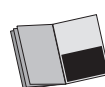
### 1/2 PAGE ISLAND

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



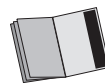
### 1/2 PAGE VERTICAL

**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](mailto: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](mailto: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](mailto: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](mailto:PrintPublishing@spe.org).

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

## SUBMITTING YOUR PRINT AD OR WEB BANNER AD

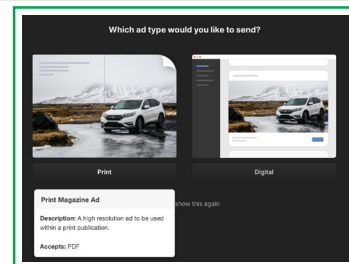
**Website address:** [SPE.sendmyad.com](https://spe.sendmyad.com)

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](mailto: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](mailto:PrintPublishing@spe.org) for all print advertising technical production questions.