

Exhibition

4-6 February 2025 | The Woodlands, Texas, USA

## MATERIALS DEADLINE: 10 December 2024

## LOGOS AND WEB BANNERS ADVERTISING SPECIFICATIONS

## LOGOS

For logos that will be used on PRINTED materials, the preferred format 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.

<u>DO NOT</u> 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.

Submit logos to: <a href="mailto:logos@spe.org">logos@spe.org</a>

## WEB BANNER ADS

Dimensions:

• 728 px width by 90 px height

File size: 150KB 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 banner ads to this folder: 2025 ADS FOLDER

