MATERIALS DEADLINE: 10 December 2025

LOGOS AND WEB BANNERS 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.

Submit logos to: logos@spe.org

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: 2026 ADS FOLDER