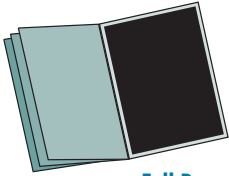## PROGRAM ADVERTISING SPECIFICATIONS   MATERIALS DEADLINE: 3 July 2021

MECHANICAL SPECS

TRIM SIZE: 8.125 x 10.875 in. / 206.375 x 276.225 mm (set document to trim size)

Live Area: All type, images, and other critical information must be a minimum of .375 in. / 9.5 mm inside the trim on all sides.

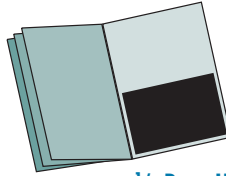*Ad specs are for perfect-binding or saddle-stitched.*

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 Horizontal

Trim:	8.125 x 5.375 in.
	206.375 x 136.525 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
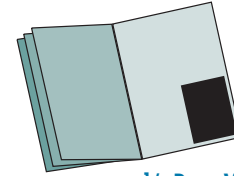
¹/₄ Page Vertical

Live (Non-Bleed):	3.33 x 4.625 in.
	84.6 x 117.5 mm

DIGITAL ART REQUIREMENTS

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@otcnet.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

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 ususally "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 thr 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@otcnet.org.

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

SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: 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@otcnet.org.
Please include advertiser and publication name in the subject of the email.

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@otcnet.org for all print advertising technical production questions.
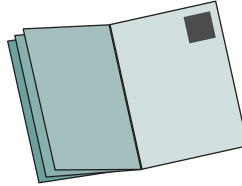
CONFERENCE PROGRAM EXCLUSIVE PRODUCT CATEGORY ADVERTISING AND LOGO STOPPER ADVERTISING SPECIFICATIONS   MATERIALS DEADLINE: 3 July 2021

MECHANICAL SPECS

TRIM SIZE: 2 x 2 in. / 50.8 x 50.8 mm (set document to trim size)

Exclusive Product Category Ads

Trim: 2 x 2 in.
50.8 x 50.8 mm
`Black & White ONLY`

MECHANICAL SPECS FOR LOGO STOPPER

Logos will be reproduced between 1.25 in. / 31.8 mm and 2 in. / 50.8 mm wide. Sizes vary dependent of the width/height ratio of each logo. Logos should be submitted in `Black & White` or grayscale at a minimum of 1200 pixels wide. Vector formats such as Adobe Illustrator EPS will reproduce at a higher quality and are preferred.

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