



# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## International Mailer Advertising

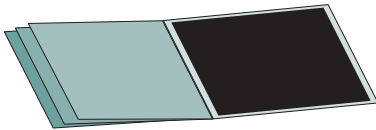
**INTERNATIONAL MAILER MATERIALS DEADLINE: 11 November 2015**

### MECHANICAL SPECS FOR THE INTERNATIONAL MAILER AD

**TRIM SIZE:** 7.125 x 5.5 in. / 181 x 139.7 mm (set document to trim size)

**Live Area:** All type, images, and other critical information must be a minimum of .25 in. / 6.5 mm inside the trim on all sides.

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



#### Full Page

**Trim:** 7.125 x 5.5 in.  
181 x 139.7 mm

**Bleed:** 7.375 x 5.75 in.  
187.3 x 146 mm

**Live (Non-Bleed):** 6.625 x 5 in.  
168.3 x 127 mm

### DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.**
- 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 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

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



### SUBMITTING YOUR PRINT AD OR WEB BANNER AD

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

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### FAQS

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# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## Conference Preview Advertising

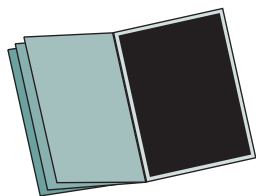
PREVIEW MATERIALS DEADLINE: **9 December 2015**

### MECHANICAL SPECS FOR CONFERENCE PREVIEW ADS

**TRIM SIZE:** 6 x 9 in. / 152.4 x 228.6 mm (set document to trim size)

**Live Area:** All type, images, and other critical information must be a minimum of .25 in. / 6.5 mm inside the trim on all sides.

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



#### Full Page

Trim:	6 x 9 in. 152.4 x 228.6 mm
Bleed:	6.25 x 9.25 in. 158.8 x 235 mm
Live (Non-Bleed):	5.5 x 8.5 in. 139.7 x 216 mm

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**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.

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- **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 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.

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# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## Conference Program Advertising

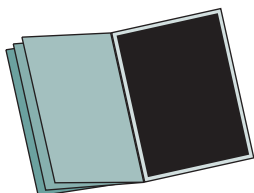
PROGRAM MATERIALS DEADLINE: **9 March 2016**

### MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

**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.

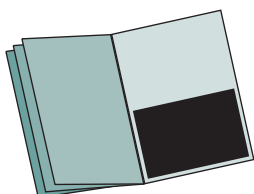


#### Full Page

**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

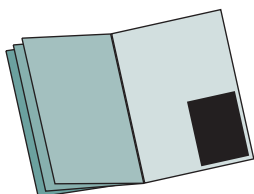


#### 1/2 Page Horizontal

**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

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- **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.

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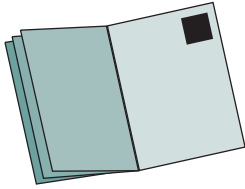
# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## Conference Program Exclusive Product Category Advertising and Logo Stopper

**AD MATERIALS DEADLINE: 9 March 2016**

### MECHANICAL SPECS FOR EXCLUSIVE PRODUCT CATEGORY ADS

**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.

### DIGITAL ART REQUIREMENTS

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**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 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.

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



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# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## Conference Map Advertising

**AD MATERIALS DEADLINE: 9 March 2016**

### MECHANICAL SPECS FOR MAP ADS

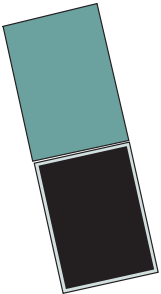


**Full Page:**  
**Outside Back Cover (OBC)**  
**(Vertical ONLY)**

**Trim:** 4.75 x 7.25 in.  
120.7 x 184.2 mm

**Bleed:** 5 x 7.5 in.  
127 x 191 mm

**Live (Non-Bleed):** 4.25 x 6.75 in.  
108 x 172 mm



**Full Page: (IBC position)**  
**First Fold (Vertical ONLY)**

**Trim:** 4.75 x 7 in.  
120.7 x 177.8 mm

**Bleed:** 5 x 7.25 in.  
127 x 184.2 mm

**Live (Non-Bleed):** 4.25 x 6.5 in.  
108 x 165.1 mm

### (Map Unfolded layout)

#### Standard Inside Ads (Vertical, Non-Bleed ONLY)

**Trim:** 2 x 4 in.  
50.8 x 101.6 mm



#### Premium Inside Ads (Horizontal, Non-Bleed ONLY)

**Trim:** 7.25 x 3.125 in.  
184.2 x 79.4 mm



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**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.

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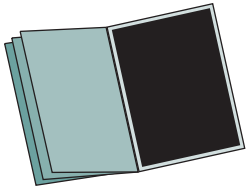
# 2016 Offshore Technology Conference ADVERTISING SPECIFICATIONS

## Conference Map Booklet Advertising

AD MATERIALS DEADLINE: **9 March 2016**

### MECHANICAL SPECS FOR MAP BOOKLET ADS

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



#### Full Page: Inside Back Cover (IBC) (Vertical ONLY)

Trim: 5.25 x 8 in.  
133.3.7 x 203.2 mm  
Bleed: 5.5 x 8.25 in.  
139.7 x 209.5 mm  
Live (Non-Bleed): 4.75 x 7.5 in.  
120.7 x 191 mm



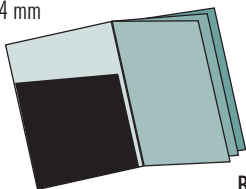
#### Full Page: Outside Back Cover (OBC) (Vertical ONLY)

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Bleed: 5.5 x 8.25 in.  
139.7 x 209.5 mm  
Live (Non-Bleed): 4.75 x 7.5 in.  
120.7 x 191 mm

### Inside Front Cover (IFC) — Pocket Ad

Top  
Trim: 5 x 6 in.  
127 x 152.4 mm

Top  
Bleed: 5.25 x 6.25 in.  
133.3 x 158.75 mm



Bottom  
Trim: 5.25 x 6 in.  
133.3 x 152.4 mm

Bottom  
Bleed: 5.5 x 6.25 in.  
139.7 x 158.75 mm

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## 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. A color or black and white proof must accompany the disk. **DO NOT** send logos that are embedded in word processing documents or PowerPoint files.

**Submit Logos to:** [marketing@spe.org](mailto:marketing@spe.org)

**PLEASE put the year and event, for which the logo is applicable, in the "Subject" of the email.**

### Electronic Delivery

**DO NOT** email files exceeding 5MB. When sending a logo or banner ad by email, please state the company name and the meeting name in the subject line. Please include your contact information in the email in case the attachment corrupts during file transfer.

## WEB BANNER ADS

**Dimensions:** 200 pixels wide x 200 pixels high

**File size:** 30KB limit, regardless of file type

**File types:** Flash, .gif or .jpg. Animation is allowed but sound is not.

The advertiser must embed the target URL in a Flash banner before sending it to SPE; otherwise, the advertiser must specify the target URL when the file is sent.

**Upload Web Banners to:** [SPE.sendmyad.com](http://SPE.sendmyad.com)



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