



2014 Offshore Technology Conference ADVERTISING SPECIFICATIONS

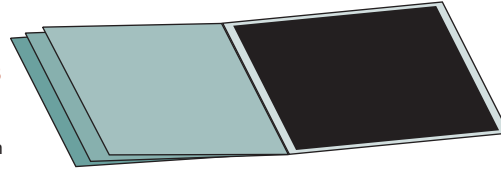
International Mailer Advertising

MECHANICAL SPECS FOR THE INTERNATIONAL MAILER AD

INTERNATIONAL MAILER MATERIALS DEADLINE: 13 November 2013

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.



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: 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%. Keep all text, logos, and important graphics a minimum of .25 in. (6.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim. Please offset crop marks so they are not in the bleed.

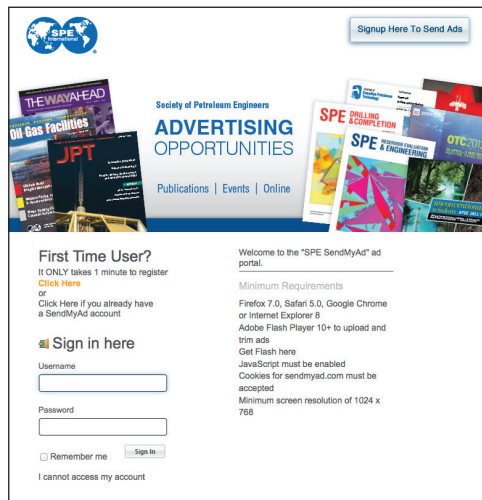
SUBMITTING YOUR AD

UPLOAD

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.

SPE.sendmyad.com



QUESTIONS

Please place your ad in the correct meeting folder. For technical questions, please call the number listed on the ad portal.

For all other inquiries, email adportal@otcnet.org. Please make sure to include advertiser name, contact information, and meeting name in the subject of the email.



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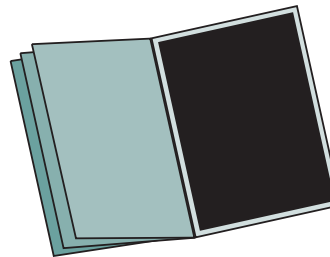
Conference Preview Advertising

MECHANICAL SPECS FOR CONFERENCE PREVIEW ADS

PREVIEW MATERIALS DEADLINE: 11 December 2013

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 .25 in. / 6.5 mm inside the trim on all sides.



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: 5.5 x 8.5 in.
139.7 x 216 mm

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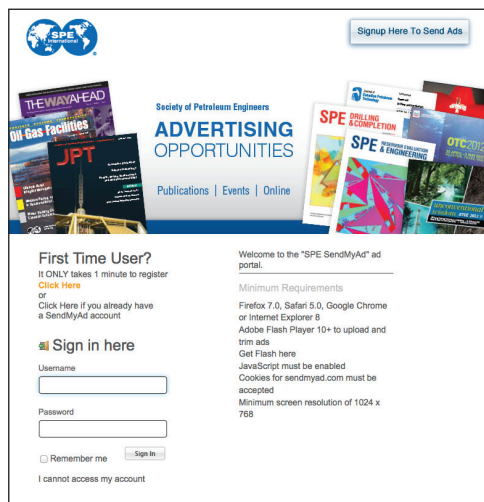
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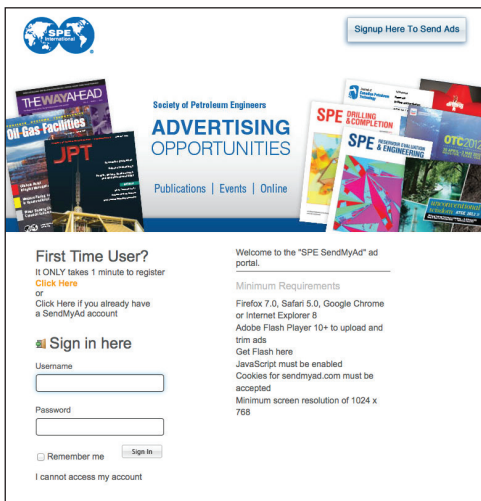
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LOGOS

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@otcnet.org

WEB BANNER ADS

Dimensions: 468 pixels wide x 60 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.

Submit Banner Ads to: marketing@otcnet.org

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.

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