



2014 Offshore Technology Conference ADVERTISING SPECIFICATIONS

Conference Program Advertising

MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

PROGRAM MATERIALS DEADLINE: 12 March 2014

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.

DIGITAL ART REQUIREMENTS

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

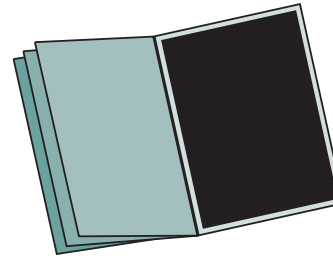
- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.**
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.

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.

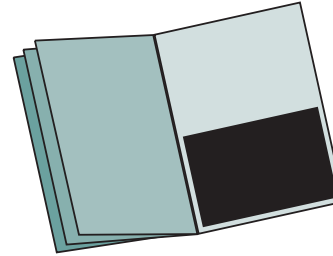


Full Page

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: 6.8 x 10 in.
173 x 254 mm

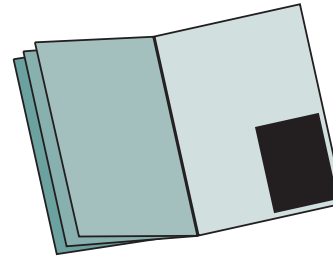


1/2 Page Horizontal

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: 6.8 x 4.625 in.
173 x 117.5 mm



1/4 Page Vertical

Live: 3.33 x 4.625 in.
84.6 x 117.5 mm

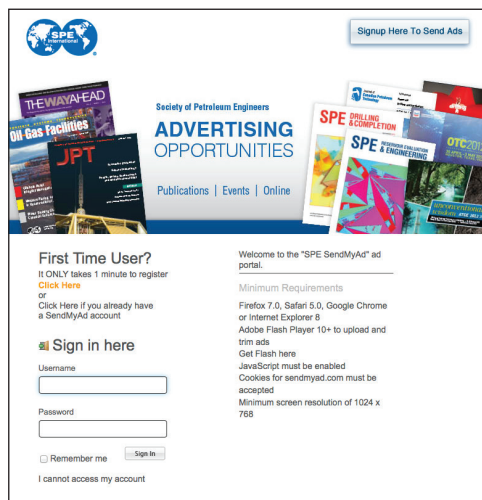
SUBMITTING YOUR AD

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.



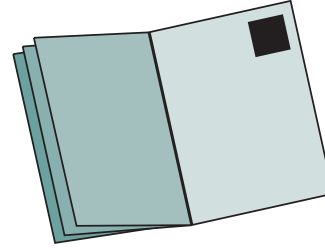
2014 Offshore Technology Conference ADVERTISING SPECIFICATIONS

Conference Program Exclusive Product Category Advertising

MECHANICAL SPECS FOR EXCLUSIVE PRODUCT CATEGORY ADS

AD MATERIALS DEADLINE: 12 March 2014

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

Conference Program 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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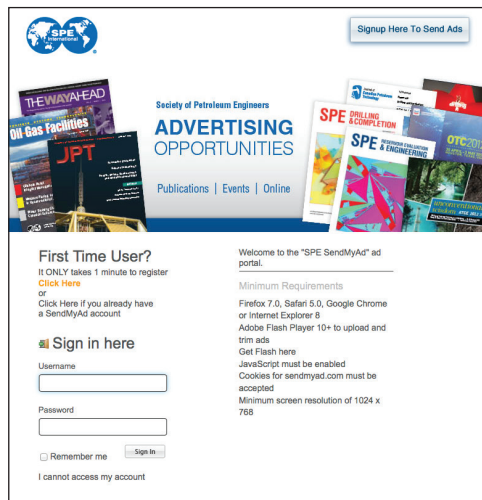
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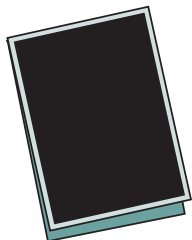


2014 Offshore Technology Conference ADVERTISING SPECIFICATIONS

Conference Map Advertising

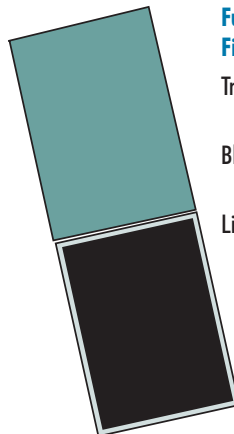
MECHANICAL SPECS FOR MAP ADS

AD MATERIALS DEADLINE: 12 March 2014



**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: 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: 4.25 x 6.5 in.
108 x 165.1 mm

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SUBMITTING YOUR AD

UPLOAD

Website address: SPE.sendmyad.com

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(Map Unfolded layout)

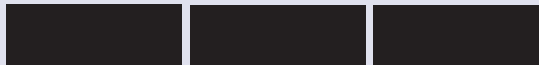
Standard Inside Ads (Vertical, Non-Bleed ONLY)

Trim: 2 x 4 in.
38.1 x 76.2 mm



Premium Inside Ads (Horizontal, Non-Bleed ONLY)

Trim: 7.25 x 3.125 in.
184.2 x 79.4 mm



SPE.sendmyad.com

The screenshot shows the SPE.sendmyad.com website. At the top, there's a navigation bar with "Sign up Here To Send Ads" and "Society of Petroleum Engineers ADVERTISING OPPORTUNITIES". Below the navigation bar, there are several featured ads for "Oil Gas Facilities", "JPT", "SPE DRILLING & COMPLETION", "SPE OPERATIONS & ENGINEERING", and "OTC 2014".

The main content area is divided into two sections:

- First Time User?**: It states "It ONLY takes 1 minute to register" and provides a "Click Here" link. Below this, it says "Click Here if you already have a SendMyAd account".
- Sign in here**: A login form with fields for "Username" and "Password", and a "Sign In" button. There are also checkboxes for "Remember me" and "I cannot access my account".

On the right side, there's a "Minimum Requirements" section listing: "Firefox 7.0, Safari 5.0, Google Chrome or Internet Explorer 8", "Adobe Flash Player 10+ to upload and trim ads", "Get Flash here", "JavaScript must be enabled", "Cookies for sendmyad.com must be accepted", and "Minimum screen resolution of 1024 x 768".

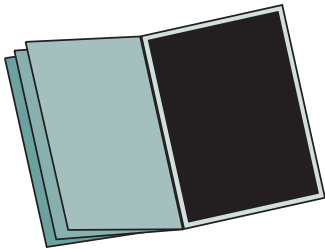


2014 Offshore Technology Conference ADVERTISING SPECIFICATIONS

Conference Map Booklet Advertising

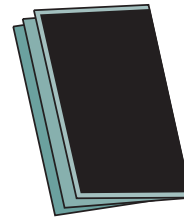
MECHANICAL SPECS FOR MAP BOOKLET ADS

AD MATERIALS DEADLINE: **12 March 2014**



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: 4.75 x 7.5 in.
120.7 x 191 mm



Full Page: Outside Back Cover (OBC) (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: 4.75 x 7.5 in.
120.7 x 191 mm

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SUBMITTING YOUR AD

UPLOAD

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QUESTIONS

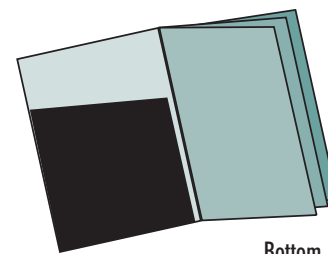
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Inside Front Cover (IFC) — Pocket Ad

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

SPE.sendmyad.com

The screenshot shows the SPE.sendmyad.com website interface. At the top, there is a navigation bar with the SPE logo, a 'Signup Here To Send Ads' button, and a list of publications including 'THE WYOMING HEAD', 'Oil Gas Facilities', 'JPT', 'SPE DRILLING & COMPLETION', 'SPE JOURNAL OF OILFIELD & ENGINEERING', and 'OTC 2014'. Below the navigation bar, there is a 'First Time User?' section with a 'Click Here' link and a 'Sign in here' section with a username and password field. To the right, there is a 'Welcome to the "SPE SendMyAd" ad portal.' section with a 'Minimum Requirements' list including Firefox 7.0, Safari 5.0, Google Chrome or Internet Explorer 8, Adobe Flash Player 10+ to upload and trim ads, Get Flash here, JavaScript must be enabled, Cookies for sendmyad.com must be accepted, and Minimum screen resolution of 1024 x 768. At the bottom, there is a 'Remember me' checkbox and a 'Sign In' button.



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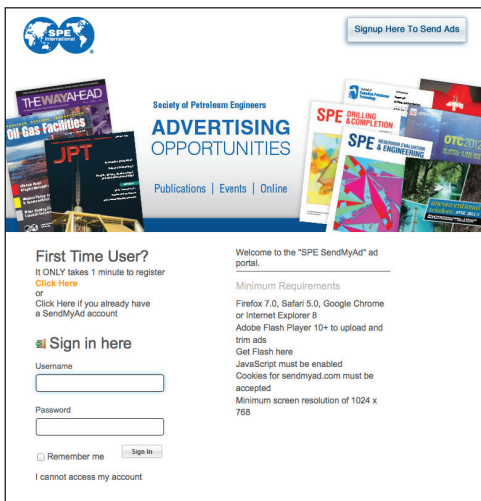
SUBMITTING YOUR AD

UPLOAD

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SPE.sendmyad.com



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.

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.