

# 2007 OFFSHORE TECHNOLOGY CONFERENCE ADVERTISING SPECIFICATIONS

## Conference Preview Advertising\*

### Full Page Bleed Ad Size

7.25" x 9.25" / 184.2 x 235 mm (includes bleed)

Live area – All type, product and other critical information should be a minimum of .25" / 6.4 mm from trim

### Full Page Non-Bleed Ad Size

6.5" x 8.5" / 165.1 x 215.9 mm

### Half Page Horizontal Non-Bleed Ad Size

6.5" x 4.125" / 165.1 x 104.8 mm

## Conference Program Advertising\*

### Full Page Bleed Ad Size

8.625" x 11.125" / 219.1 x 282.6 mm (includes bleed)

Live area - All type, product and other critical information should be a minimum of .5" / 12.7 mm from trim

### Full Page Non-Bleed Ad Size

7.5" x 10.125" / 190.5 x 257 mm

We recommend a .25 pt. black rule for ads with white or very light backgrounds

### Half Page Horizontal Ad Size

7.5" x 4.9375" / 190.5 x 125.4 mm

### Quarter Page Vertical Ad Size

3.625" x 4.9375" / 92 x 125.4 mm

### Products and Services Ad Size

2" x 2" / 50.8 x 50.8 mm

Black and white only

### Exhibitor Directory Logo Size and Format

Logos will be reproduced between 1.25" (31.8 mm) and 2" (50.8 mm) wide. Sizes vary depending of the width/height ratio of each logo. Logos should be submitted in black and white or grayscale only at a minimum of 1200 pixels wide. All color logos will be converted to grayscale. Vector formats such as Adobe Illustrator EPS will reproduce at higher quality than JPG, TIF or GIF images.

## Conference Map Advertising\*

### Back Cover (vertical only)

4.25" x 6.875" / 108 x 174.6 mm

+ .125" / 3.2 mm bleed all sides

### First Fold

4.25" x 6.75" / 108 x 172 mm (vertical only)

+ .125" / 3.2 mm bleed all sides

### Premium Inside Ads (horizontal only)

7.25" x 3.125" / 184 mm x 79.4 mm

This is a non-bleed ad

### Standard Inside Ads (vertical only)

2" x 4" / 38.1 mm x 76.2 mm

This is a non-bleed ad

\*Ad sizes are subject to slight variations. Advertisers will be notified in advance of any specification changes.

## Digital Art Requirements

Unless specifically noted, all ad materials should be submitted in CMYK color, preferably with all additional colors eliminated from the files. No effort will be made to match colors on advertising unless a contract quality digital proof is supplied – Matchprint, Approval, Chromalin, etc.

- We prefer ads submitted in PDF-X1a format.
- We request that advertisers submit both the PDF and all original source files, if possible.
- We also accept files created in any of the following software packages:
  - Adobe InDesign
  - QuarkXpress
  - Adobe Illustrator
  - Adobe Photoshop
- Art created in InDesign or Quark should be packaged or collected for output.
- All submissions other than PDF-X1a **MUST** include all art, support images, files and fonts.
- Four-color ads must be accompanied by a four-color proof.
- Black and white ads must be accompanied by a black and white laser proof.
- Ads that are delivered on a disk without a proof will be rejected.
- Acceptable Media
  - CD
  - DVD
  - Zip disk
  - Jaz disk
  - 3.5" floppy disk
  - Ads, logos and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted

## Logos

### For Printed Materials

The preferred format for logos is Adobe Illustrator EPS. For best results, supplied logos should be vector art. Bitmap logos must be supplied at 600dpi or greater as an EPS, TIF or high-quality JPG 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.

### For Website

Logos for use on the OTC website must be supplied as 72 dpi or greater in EPS, JPG or TIF format. Logos submitted for web use without a URL link will not be posted.

## Art Submission

### Ship Ad Materials To:

Offshore Technology Conference  
Attn: Mary Jane Touchstone – OTC07  
222 Palisades Creek Drive  
Richardson, Texas USA 75080-2040  
T: +1.972.952.9351  
mtouchstone@otcnet.org

### File Transfer Requirements to FTP Files

#### Via Internet Browser (PC):

- Type in **<ftp://prodftp.spe.org>**
- Click on the 07OTC folder/link
- Go to "File" and then "Login as"
- Enter User Name: prod
- Enter Password: spe

#### Via Fetch (Mac):

Host: prodftp.spe.org  
User ID: prod  
Password: spe

**Place in the folder labeled 07OTC. Once the file has been uploaded completely, please email [mtouchstone@otcnet.org](mailto:mtouchstone@otcnet.org) to let Mary Jane know that the file is available.**

## Electronic Delivery

DO NOT email files exceeding 3MB. When sending a logo or ad by email, state in the email exactly what the attachment is and include your contact information in case the attachment corrupts during file transfer.