



# 2011 OFFSHORE TECHNOLOGY CONFERENCE

## ADVERTISING SPECIFICATIONS

### Conference Preview Advertising

#### TRIM SIZE

6 x 9 in. / 155.5 x 228.6 mm

4C ads

**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 Ad Size (Non-Bleed)

5.5 x 8.5 in. / 139.7 x 216 mm

#### Full Page Bleed Ad Size

6.25 x 9.25 in. / 158.8 x 235 mm

#### 1/2 Page Horizontal Ad Size (Non-Bleed)

5.5 x 4.125 in. / 139.7 x 104.8 mm

#### 1/2 Page Horizontal Bleed Ad Size

6.25 x 4.375 in. / 158.8 x 114.3 mm

We recommend a .5 hairline black rule for ads with white or very light backgrounds.

#### INSERTION ORDER CONTRACT DEADLINE: 8 December 2010

50% deposit required by Insertion Order Contract Deadline.

#### MATERIALS DEADLINE: 15 December 2010

#### SUBMIT AD MATERIALS TO:

##### Offshore Technology Conference

Attn: Mary Jane Touchstone, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: mtouchstone@otcnet.org • marketing@otcnet.org

#### Trim Size:

6 x 9 in.  
152.4 x 228.6 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### Live Area: Full Page

#### Non-bleed:

5 1/2 x 8 1/2 in.  
139.7 x 216 mm

#### Full Page with bleed:

6 1/4 x 9 1/4 in.  
158.8 x 235 mm

#### Trim Size:

6 x 9 in.  
152.4 x 228.6 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### 1/2 Horizontal

#### Non-bleed:

5 1/2 x 4 1/8 in.  
139.7 x 104.8 mm

#### 1/2 Horizontal with bleed:

6 1/4 x 4 1/2 in.  
158.8 x 114.3 mm



# 2011 OFFSHORE TECHNOLOGY CONFERENCE ADVERTISING SPECIFICATIONS

## International Mailer

### **TRIM SIZE** (set document to trim size)

7.125 x 5.5 in. / 181 x 139.7 mm **4C ad**

**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.

**Trim Size:**  
7  $\frac{1}{8}$  x 5  $\frac{1}{2}$  in.  
181 x 139.7 mm

**Margins:** ( $\frac{1}{4}$  in.) .25 in. / 6.5 mm  
**Bleeds pulled out on all sides that bleed,**  
 $\frac{1}{8}$  in.: .125 in. / 3.2 mm

**(Live Area) Full page Non-bleed:**  
6  $\frac{5}{8}$  x 5 in.  
168.3 x 127 mm

**Full Page with bleed:**  
7  $\frac{3}{8}$  x 5  $\frac{3}{4}$  in.  
187.3 x 146 mm

### **Full Page Ad Size** (Non-Bleed)

6.625 x 5 in. / 168.3 x 127 mm

### **Full Page Bleed Ad Size**

7.375 x 5.75 in. / 187.3 x 146 mm

We recommend a .5 hairline black rule for ads with white or very light backgrounds.

### **INSERTION ORDER CONTRACT DEADLINE: 3 November 2010**

50% deposit required by Insertion Order Contract Deadline.

### **MATERIALS DEADLINE: 10 November 2010**

### **SUBMIT AD MATERIALS TO:**

#### **Offshore Technology Conference**

**Attn: Mary Jane Touchstone**, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: [mtouchstone@otcnet.org](mailto:mtouchstone@otcnet.org) • [marketing@otcnet.org](mailto:marketing@otcnet.org)



# 2011 OFFSHORE TECHNOLOGY CONFERENCE

## ADVERTISING SPECIFICATIONS

### Conference Program Advertising

#### INSERTION ORDER CONTRACT DEADLINE: 16 March 2011

50% deposit required by Insertion Order Contract Deadline.

#### MATERIALS DEADLINE: 23 March 2011

#### TRIM SIZE (set document to trim size)

8.125 x 10.875 in. / 206.375 x 276.225 mm **4C ads**

**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 Ad Size (Non-Bleed)

6.813 x 10 in. / 173 x 254 mm

#### Full Page Bleed Ad Size

8.375 x 11.125 in. / 213 x 283 mm

#### 1/2 Page Horizontal Ad Size (Non-Bleed)

6.813 x 4.875 in. / 173 x 124 mm

#### 1/2 Page Horizontal Bleed Ad Size

8.375 x 5.75 in. / 213 x 146.1 mm

#### 1/4 Page Vertical Ad Size

3.25 x 4.875 in. / 83 x 124 mm

We recommend a .5 hairline black rule for ads with white or very light backgrounds.

#### VERTICAL SIDE BANNER AD SIZE (LHP & RHP)

#### 2-color ads (Black & Pantone 541)

**2C ads**

#### Vertical Banner Ad Size (Non-Bleed)

1.0607 x 10.875 in. / 26.94 x 276.225 mm

Keep all text at least .25 in. / 6.5 mm in from the trim on the outside edge, top and bottom.

#### Vertical Banner Bleed Ad Size

1.192 x 11.125 in. / 30.28 x 283 mm

#### PRODUCTS AND SERVICES AD SIZE **BW ads**

2 x 2 in. / 50.8 x 50.8 mm. Black and white only

#### EXHIBITOR DIRECTORY LOGO SIZE AND FORMAT **BW Logos**

Logos will be reproduced between 1.25 in. (31.8 mm) and 2 in. (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.

#### SUBMIT AD MATERIALS TO:

#### Offshore Technology Conference

Attn: Mary Jane Touchstone, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: mtouchstone@otcnet.org • marketing@otcnet.org

#### Trim Size:

8 1/8 x 10 7/8 in.  
206.375 x 276.225 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### (Live Area) Full Page Non-bleed:

6 13/16 x 10 in.  
173 x 254 mm

#### Full Page with bleed:

8 3/8 x 11 1/8 in.  
213 x 283 mm

#### Trim Size:

8 1/8 x 10 7/8 in.  
206.375 x 276.225 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### 1/2 Horizontal Non-bleed:

6 13/16 x 4 7/8 in.  
173 x 124 mm

#### 1/2 Horizontal with bleed:

8 3/8 x 5 3/4 in.  
213 x 146.1 mm

#### 1/4 Page Vertical Non-bleed:

3 1/4 x 4 7/8 in.  
83 x 124 mm

#### 2-color ads (Black & Pantone 541)

#### LHP Banner Ad:

1.0607 x 10.875 in.  
26.94 x 276.225 mm

#### LHP Banner with bleed:

1.192 x 11.125 in.  
30.28 x 283 mm

Margins: (1/4 in.)  
.25 in. / 6.5 mm

#### RHP Banner Ad:

1.0607 x 10.875 in.  
26.94 x 276.225 mm

#### RHP Banner with bleed:

1.192 x 11.125 in.  
30.28 x 283 mm

Bleeds pulled out: (1/8 in.)  
.125 in. / 3.2 mm



# 2011 OFFSHORE TECHNOLOGY CONFERENCE ADVERTISING SPECIFICATIONS

## Conference Proceedings CD Advertising

### CONFERENCE PROCEEDINGS CD AD

4C ad

The Conference Proceedings ad is a sponsorship only ad.  
This ad will be printed in 4C.

**CD AD MATERIALS DEADLINE: 16 March 2011**

#### TRIM SIZE (set document to trim size)

4.75 x 4.75 in. / 120.65 x 120.65 mm

**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 Ad Size (Non-Bleed)

4.25 x 4.25 in. / 107.95 x 107.95 mm

#### Full Page Bleed Ad Size

5 x 5 in. / 127 x 127 mm

#### SUBMIT AD MATERIALS TO:

##### Offshore Technology Conference

Attn: Mary Jane Touchstone, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: [mtouchstone@otcnet.org](mailto:mtouchstone@otcnet.org) • [marketing@otcnet.org](mailto:marketing@otcnet.org)

#### Trim Size:

4 3/4 × 4 3/4 in.

120.65 × 120.65 mm

Bleeds pulled out on all sides  
that bleed, 1/8 in.: .125 in. / 3.2 mm

(Jewel Case)

#### Live Area – Non-bleed:

4 1/4 × 4 1/4 in.

107.95 × 107.95 mm

#### Bleed:

5 × 5 in.

127 × 127 mm



# ADVERTISING SPECIFICATIONS

## Conference Map Advertising

### Outside Back Cover (Non-Bleed) (vertical only)

4.25 x 6.75 in. / 108 x 172 mm

4C ads

### Outside Back Cover Bleed (vertical only)

5 x 7.5 in. / 127 x 191 mm

### First Fold (Non-Bleed) (vertical only) (IBC position)

4.25 x 6.75 in. / 108 x 172 mm

4C ads

### First Fold Bleed (vertical only)

5 x 7.5 in. / 127 x 191 mm

### Standard Inside Ads (Non-Bleed) (vertical only)

2 x 4 in. / 38.1 x 76.2 mm

4C ads

These are non-bleed ads.

### Premium Inside Ads (Non-Bleed) (horizontal only)

7.25 x 3.125 in. / 184.2 x 79.4 mm

4C ads

These are non-bleed ads.

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

We recommend a .5 hairline black rule for ads with white or very light backgrounds.

## Conference Map Booklet

4C ads

### Inside Back Cover Trim (vertical only)

5.25 x 8 in. / 133.3 x 203.2 mm

### Inside Back Cover Bleed (vertical only)

5.5 x 8.25 in. / 139.7 x 133.3 mm

### Outside Back Cover Trim (vertical only)

5.25 x 8 in. / 133.3 x 203.2 mm

### Outside Back Cover Bleed (vertical only)

5.5 x 8.25 in. / 139.7 x 133.3 mm

### Pocket Ad

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

**Top with 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 with Bleed:** 5.5 x 6.25 in. / 139.7 x 158.75 mm

### INSERTION ORDER CONTRACT DEADLINE: 16 March 2011

50% deposit required by Insertion Order Contract Deadline.

### MATERIALS DEADLINE: 23 March 2011

### SUBMIT AD MATERIALS TO:

#### Offshore Technology Conference

Attn: Mary Jane Touchstone, Advertising Production Manager

222 Palisades Creek Drive, Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: mtouchstone@otcnet.org • marketing@otcnet.org

#### Folded Size:

4 3/4 x 7 1/4 in.

120.7 x 184.2 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### (Live Area)

#### Outside Back Cover

#### (Vertical ONLY) Non-bleed:

4 1/4 x 6 3/4 in.

108 x 172 mm

#### Full Page with bleed:

5 x 7 1/2 in.

127 x 191 mm

#### First Fold (Vertical ONLY)

#### Non-bleed (IBC position):

4 1/4 x 6 3/4 in.

108 x 172 mm

#### Full Page with bleed:

5 x 7 1/2 in.

127 x 191 mm

#### Standard Inside Ads

#### (Vertical ONLY)

#### Non-bleed:

2 x 4 in.

38.1 x 76.2 mm

#### Standard Inside Ads (Horizontal ONLY) Non-bleed:

7 1/4 x 3 1/8 in.

184.2 x 79.4 mm

### CONFERENCE MAP BOOKLET

#### Pocket Ad:

**Top Trim:** 5 x 6 in.

127 x 152.4 mm

#### TOP with bleed:

5 1/4 x 6 1/4 in.

133.3 x 158.75 mm

#### BOTTOM Trim:

5 1/4 x 6 in.

133.3 x 152.4 mm

#### BOTTOM with bleed:

5 1/2 x 6 1/4 in.

139.7 x 158.75 mm

#### Inside Back Cover:

**Trim Size:** 5 1/4 x 8 in.

133.3 x 203.2 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### Full Page – bleed ONLY:

5 1/2 x 8 1/4 in.

139.7 x 209.5 mm

#### Outside Back Cover:

**Trim Size:** 5 1/4 x 8 in.

133.3 x 203.2 mm

#### Margins: (1/4 in.)

.25 in. / 6.5 mm

#### Bleeds pulled out: (1/8 in.)

.125 in. / 3.2 mm

#### Full Page – bleed ONLY:

5 1/2 x 8 1/4 in.

139.7 x 209.5 mm



# 2011 OFFSHORE TECHNOLOGY CONFERENCE

## ADVERTISING & LOGO REQUIREMENTS

### DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK, preferably 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.
- A low-resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.
- We also accept files created in any of the following software packages:
  - Adobe InDesign
  - Adobe Illustrator
  - Adobe Photoshop
- Art created in InDesign should be packaged or collected for output.
- Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.
- No effort will be made to match colors on advertising unless a contract quality digital proof is supplied: Matchprint, Approval, Chromalin, etc.
- Acceptable Media
  - CD
  - DVD

**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 1/4 in. (6.5 mm) inside from the trim. Bleeds should extend 1/8 in. (3.2 mm) beyond the trim.

### 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 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](mailto:marketing@otcnet.org)

### ART SUBMISSION

#### SUBMIT AD MATERIALS TO:

#### Offshore Technology Conference

**Attn: Mary Jane Touchstone**, Advertising Production Manager

222 Palisades Creek Drive

Richardson, Texas 75080 USA

Tel: +1.972.952.9351 • Fax: +1.972.952.9358

Email: [mtouchstone@otcnet.org](mailto:mtouchstone@otcnet.org) • [marketing@otcnet.org](mailto:marketing@otcnet.org)

### FILE TRANSFER REQUIREMENTS TO FTP FILES

#### REQUIREMENTS:

Use any computer with an operating system that can support the following:

- Broadband connection to the internet (recommended)
- Microsoft Internet Explorer 5.1 or later, Mozilla, Firefox, or later Windows, Mac, and Unix, Safari (Apple) browser, Netscape Navigator (or web browser that is CSS2 and HTML 4.01 compliant)
- Enabled Javascript support and Cookie support in the Web browser

#### INSTRUCTIONS:

**Website address:** <https://getit.spe.org>

**Username:** prod

**Password:** SPE\*ads-2011

Please contact [mtouchstone@otcnet.org](mailto:mtouchstone@otcnet.org) or [design@otcnet.org](mailto:design@otcnet.org) if you are having problems getting into the FTP site.

Place in the folder labeled **2011OTC**. Once the file has been uploaded completely, please contact Mary Jane Touchstone with your filename.

#### 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.

### 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. For Flash files, the WMODE setting needs to be "transparent" in the publish settings.

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](mailto:marketing@otcnet.org)