

SPEGCS Print Newsletter Ad Specifications

The Society of Petroleum Engineers Gulf Coast Section newsletter is printed 11 times per program year, from August through June. The newsletter is mailed to about 14,000 + SPE members in the general Houston area.

Advertising sales contact:

Pat Stone
Star-Lite Printing, Inc.
11450 Bissonnet, Suite 202
Houston, Texas 77099
281-530-9711
281-530-0156 (Fax)
starlite1@sbcglobal.net

Submit all ad materials to:

Regina Eco
reco@spegcs.org
713-308-0329

For August 2010 issue, all ads must be turned in by May 25, 2010.

Insert Specifications

Trimmed to 8.25" wide by 10.875" tall
70-lb or 80-lb text weight paper (not cover weight)
Glossy paper acceptable.

Only one insert ad is sold per month. The SPEGCS reserves the right to include one SPE flyer behind any paid insert advertisement in any given month. The insert space costs \$5000 per month. Advertisers must supply 14,000 + inserts to RR Donnelley; overages can be returned upon request.

Send Inserts ONLY to:

RR Donnelley
Wetmore Plant
1645 W. Sam Houston Parkway N.
Houston, Texas 77043-3114
ATTN: SPEGCS

EFFECTIVE July 2010

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 magenta



Green (equivalent to PMS 355) - 100 cyan plus 100 yellow



Yellow - 100 process yellow

Matched Color: When matched colors are submitted as a second color, we will use the closest standard color, listed above, built from process colors.

Technical Specifications: Preflighted PDF/X1-a files created in QuarkXPress or InDesign with fonts embedded are preferred. Images should be 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 ¼ in. inside from the trim. A low resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.

ALL ads must be non-bleed.

SPEGCS FTP Instructions

1. Contact reco@spegcs.org for username and password
2. Open Internet Explorer 5.1 or later, or any ftp software (Cuteftp, WS ftp, Cyberduck, Filezilla, etc.).
3. Go to ftp.spegcs.org
4. Enter the assigned username and password
5. Select file for upload

Storage of Advertising Materials: Ad materials will be held for 12 months, then destroyed unless otherwise instructed in writing.

Advertising Sizes

Publication size/final trim size:
8.5 x 11 in.

Business card ad

3.5" wide x 2" tall
\$350 per month

Quarter page ad

3.5" wide x 4.8" tall
\$700 per month

Vertical half page ad

3.5" wide by 10" tall
\$1400 per month

Half page horizontal ad

7.5" wide x 4.75" tall

\$ 1400 per month