

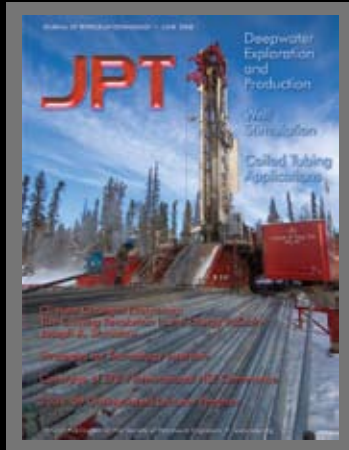


Journal of Petroleum Technology | Official publication of the Society of Petroleum Engineers



SPE Publications Media Guide | www.spe.org/jpt

WE ARE THE INDUSTRY



Welcome to the *Journal of Petroleum Technology's* 2009 Media Kit. For 60 years, *JPT* has been a leader in oil and gas industry publishing and the preferred magazine for E&P professionals. As the monthly flagship publication of the Society of Petroleum Engineers, *JPT* is widely recognized as the most authoritative and trusted publication in the upstream trade publication universe. *JPT* has the largest reach and highest international circulation of any upstream publication.

JPT has long been the publication of choice for advertisers trying to deliver their message to influential professionals across the oil and gas industry. *JPT's* readership comprises engineers, managers, and top executives in the drilling and completion, production operations, and management and information sectors, employed by national, major integrated, and independent oil and gas companies. The magazine's extensive editorial calendar includes 40 different technical topics, allowing targeted advertising opportunities. Bonus distribution of the magazine at SPE's heavily attended international trade shows and conferences puts *JPT* in the hands of the industry's top technical experts and decision makers, all year round.

SPE's highly regarded technical journals also provide opportunities to reach the key decision makers in the industry. Publishing peer-reviewed papers, the Society's five journals are subscribed to by leading experts in the major upstream technical disciplines.

We look forward to providing you continued editorial coverage and content reflected in today's evolving industry.

John Donnelly,
JPT Editor



***JPT* has the largest circulation and lowest ad-page rate** of any E&P publication, offering the lowest cost-per-thousand to reach potential buyers.



***JPT* reaches the entire universe of key buyers and decision makers**, including drilling and production engineers, technical field support, operations personnel, R&D specialists, managers, and top executives.



***JPT* offers the largest international circulation** of any upstream oil and gas publication. *JPT* expedites every issue to subscribers to ensure timely delivery.

2009 JPT Advertising Rates

All rates listed in US dollars. (Rates are for black and white ads. There is an additional charge for color.)

	1x	3x	6x	12x	18x	24x	36x	48x
Double Page Spread	\$12,090	\$11,850	\$11,550	\$10,950	\$10,900	\$10,370	\$9,850	\$9,550
Full Page	\$6,045	\$5,925	\$5,775	\$5,475	\$5,450	\$5,160	\$4,925	\$4,775
2/3 page	\$4,705	\$4,455	\$4,340	\$4,130	\$4,110	\$3,910	\$3,705	\$3,590
1/2 Island	\$4,165	\$4,055	\$3,945	\$3,760	\$3,730	\$3,555	\$3,365	\$3,260
1/2 Page (H or V)	\$3,720	\$3,620	\$3,515	\$3,345	\$3,250	\$3,165	\$3,010	\$2,915
1/3 Page	\$2,415	\$2,385	\$2,320	\$2,200	\$2,175	\$2,065	\$1,955	\$1,900
1/4 Page	\$1,860	\$1,815	\$1,775	\$1,715	\$1,665	\$1,590	\$1,515	\$1,470
1/6 (Resources)	\$675	\$635	\$610	\$585	\$570	\$545	\$515	\$500

Covers (4-color pricing included in cover rates.)

Cover 4 (OBC)	-	-	\$9,615	\$9,200	-	\$8,685	-	-
Cover 2 (IFC)	-	-	\$9,615	\$9,200	-	\$8,685	-	-
Cover 3 (IBC)	-	-	\$8,835	\$8,500	-	\$8,135	-	-

Additional Color

Additional color	\$850
4-Color	\$1,750
Spread	\$2,600

Special Positions Premium Charges

Editorial	\$690 additional: Opposite 2 nd Contents Page, 1/3 page (V) on Contents-Page 3, 1/3 page (V) on Contents-Page 5. \$590 additional: Opposite Performance Indices, Regional Update, Comments, Guest Editorial, President's Column, Technology Applications, Techbits, Company News, Tech Update.
Specialty Programs	Contact your JPT sales representative for details and quotes concerning online advertising and inserts (bound-in, tabbed, loose, tip-in).
Agency Commission	15% for all recognized agencies. Cash discount: 2/15 (2% if paid within 15 days of billing), net 30, gross 60. Agencies and advertisers are jointly and separately liable for payment of any amount invoiced. Payment accepted in US dollars only.

SPE Advertising Sales

Jim Klingele, Senior Manager, Sales
10777 Westheimer Road, Ste. 1075
Houston, Texas 77042-3455 USA
Tel: 1.800.456.6863
(Toll-free in the USA and Canada)
or +1.713.779.9595, ext. 612
Fax: +1.713.779.4220
Email: jklingele@spe.org

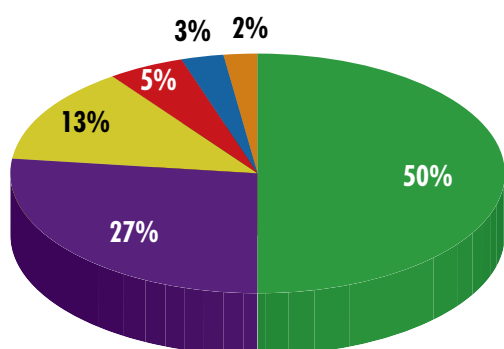
Mike McManus, Sales Representative
10777 Westheimer Road, Ste. 1075
Houston, Texas 77042-3455 USA
Tel: 1.800.456.6863
(Toll-free in the USA and Canada)
or +1.713.779.9595, ext. 625
Fax: +1.713.779.4220
Email: mmcmanus@spe.org

Send Advertising Materials To:

SPE Society of Petroleum Engineers
222 Palisades Creek Dr.
Richardson, Texas 75080-2040 USA
Tel: +1.800.456.6863
(Toll-free in the USA and Canada)
or +1.975.952.9393

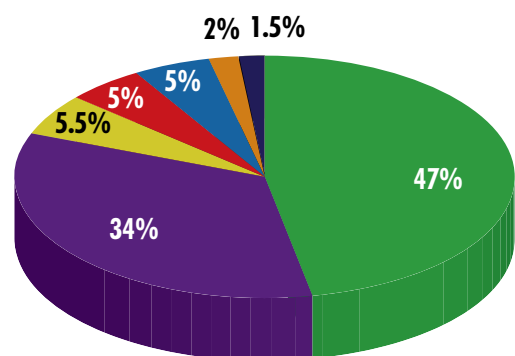
Mary Jane Touchstone, Advertising Manager
Tel: +1.972.952.9393, ext. 351
Fax: +1.972.952.9358

JPT's discerning audience includes decision-making petroleum professionals across the globe in a variety of disciplines. This influential readership of over 55,000 is made up of engineers, managers, and top executives in the drilling, production operations, and management and information sectors.



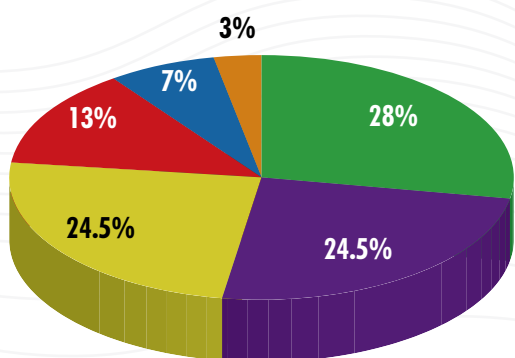
Readers by Company Category

- Independent Oil and Gas Co./Major Integrated Oil/National Oil Co.
- Service/Manufacturing
- Consultant
- Other
- Academia
- Government Agency



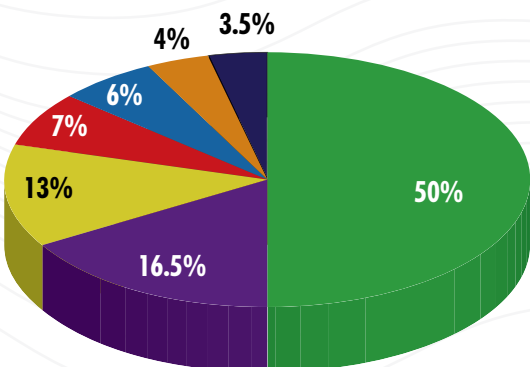
Readers by Job Focus

- Engineer
- Executive/Manager
- Consultant
- Geologist or Geophysicist
- Other
- Educator
- Superintendent or Foreman



Readers by Technical Discipline

- Reservoir Description and Dynamics
- Drilling and Completions
- Production and Operations
- Management and Information
- Projects, Facilities, and Construction
- Health, Safety, Security, Environment, and Social Responsibility



Worldwide Distribution

- United States
- Europe
- Middle East
- Asia
- Canada
- South and Central America
- Africa



John Donnelly

Editor **John Donnelly** has been covering the global oil and gas industry for 20 years. Prior to being named editor in August 2001, he was a senior editor at an international oil publishing company. He holds a journalism degree from the University of Texas at Austin.
jdonnelly@spe.org

Technology Editor **Dennis Denney** came to *JPT* in 1996 after more than 20 years in the industry as a reservoir engineer and consultant. A registered professional engineer in Texas and Oklahoma, he earned a BS degree in petroleum engineering from Texas A&M University.
ddenney@spe.org



Dennis Denney



Karen Bybee

Assistant Technology Editor **Karen Bybee** joined *JPT* in 1997 after more than 20 years of experience in the industry. A registered professional engineer in Texas, she holds a BS degree in electrical engineering from the University of Texas at Austin.
kbybee@spe.org

Joel Parshall, *JPT* Features Editor, has nearly 30 years of oil-industry experience as a writer and editor for company and trade publications with additional background as a newspaper journalist. He holds a bachelor's degree from Beloit College in Wisconsin.
jparshall@spe.org



Joel Parshall



Erica Shillings

Erica Shillings, Assistant Features Editor, joined *JPT* in 2007 after working at several other oil and gas publications. She earned a BA degree in English from the University of Houston and is currently working on an MA degree in technical writing.
eshillings@spe.org

Ted Moon, Technology Editor for SPE's website, spe.org, has worked in and written about petroleum production for nearly 10 years. Before joining the SPE editorial staff in 2006, he held research and technical marketing positions for a specialty chemical company serving the upstream oil and gas sector. He holds a PhD degree in chemical engineering from Pennsylvania State University.
tmoon@spe.org



Ted Moon

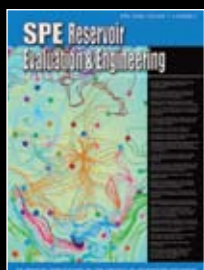
JPT Editorial Office

10777 Westheimer Road, Ste. 1075
Houston, Texas
77042-3455 USA
Tel: +1.713.779.9595
Fax: +1.713.779.4216
Email: jdonnelly@spe.org

	Features	Bonus Distribution	Insertion Order Deadline	Materials Deadline
January	<ul style="list-style-type: none"> EOR Performance and Modeling Mature Field Revitalization Well Control 	<ul style="list-style-type: none"> SPE Hydraulic Fracturing Technology Conference, The Woodlands, Texas, USA, 19–21 January 2009 SPE Reservoir Simulation Symposium, The Woodlands, Texas, USA, 2–4 February 2009 	5 December 2008	10 December 2008
February	<ul style="list-style-type: none"> Drilling Technology Offshore Facilities Well Testing 	<ul style="list-style-type: none"> Unconventional Fields Conference, Margarita Island, Venezuela, 10–12 February 2009 IADC/SPE Managed Pressure Drilling & Underbalanced Operations Conference & Exhibition, San Antonio, Texas, USA, 12–13 February 2009 SPE Research & Development Conference, Lisbon, Portugal, 3–4 March 2009 	5 January 2009	9 January 2009
March	<ul style="list-style-type: none"> Hydraulic Fracturing Production Operations Heavy Oil 	<ul style="list-style-type: none"> Doha Natural Gas Conference & Exhibition, Doha, Qatar, 9–12 March 2009 Middle East Oil and Gas Show and Conference, Bahrain, Bahrain, 15–18 March 2009 SPE/IADC Drilling Conference and Exhibition, Amsterdam, The Netherlands, 17–19 March 2009 SPE Americas E&P Environmental and Safety Conference, San Antonio, Texas, USA, 23–25 March 2009 SPE Western Regional Meeting, San Jose, California, USA, 24–26 March 2009 SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition, The Woodlands, Texas, USA, 31 March–1 April 2009 	5 February 2009	10 February 2009
April	<ul style="list-style-type: none"> Offshore Drilling and Completion Natural Gas Processing and Handling High-Pressure/High-Temperature Challenges 	<ul style="list-style-type: none"> SPE Production and Operations Symposium, Oklahoma City, Oklahoma, USA, 4–8 April 2009 SPE International Symposium on Oilfield Chemistry, The Woodlands, Texas, USA, 20–22 April 2009 	5 March 2009	10 March 2009
May	<ul style="list-style-type: none"> Intelligent Fields Technology Multilateral/Extended Reach Wellbore Tubulars Casing and Cementing 	<ul style="list-style-type: none"> Offshore Technology Conference, Houston, Texas, USA, 4–7 May 2009 8th European Formation Damage Conference, Scheveningen, The Netherlands, 27–29 May 2009 Latin American and Caribbean Petroleum Engineering Conference, Cartagena, Colombia, 31 May–3 June 2009 	6 April 2009	10 April 2009
June	<ul style="list-style-type: none"> Deepwater Exploration and Production Well Stimulation Coiled Tubing Applications EOR Operations 	<ul style="list-style-type: none"> SPE EUROPEC/EAGE Conference and Exhibition, Amsterdam, The Netherlands, 8–11 June 2009 	5 May 2009	11 May 2009
July	<ul style="list-style-type: none"> Reservoir Simulation and Visualization Artificial Lift Unconventional Resources CO₂ Applications 	<ul style="list-style-type: none"> SPE Asia Pacific Health, Safety, Security and Environment Conference and Exhibition, Jakarta, Indonesia, 4–6 August 2009 SPE Asia Pacific Oil and Gas Conference & Exhibition, Jakarta, Indonesia, 4–6 August 2009 	5 June 2009	10 June 2009
August	<ul style="list-style-type: none"> Formation Evaluation Subsea Technology Health, Safety, and Environment Drilling Management 		6 July 2009	10 July 2009
September	<ul style="list-style-type: none"> Completions Today Reservoir Performance and Monitoring Wellbore Integrity, Sand Management, and Frac Pack 	<ul style="list-style-type: none"> Offshore Europe, Aberdeen, UK, 8–11 September 2009 SPE Eastern Regional Meeting, Charleston, West Virginia, USA, 23–25 September 2009 SPE Annual Technical Conference and Exhibition, New Orleans, Louisiana, USA, 4–7 October 2009 	5 August 2009	10 August 2009
October †	<ul style="list-style-type: none"> Field Development Projects Tight Reservoirs Knowledge Management and Training 	<ul style="list-style-type: none"> SPE/EAGE Reservoir Characterization and Simulation Conference & Exhibition, Abu Dhabi, UAE, 18–21 October 2009 SPE Middle East Drilling Technology Conference & Exhibition, Manama, Bahrain, 26–28 October 2009 	7 September 2009	10 September 2009
November	<ul style="list-style-type: none"> Horizontal and Complex-Trajectory Wells Drilling and Completion Fluids Gas Production Technology 	<ul style="list-style-type: none"> International Oil and Gas Conference & Exhibition in China, Beijing, China, 10–12 November 2009 	5 October 2009	12 October 2009
December	<ul style="list-style-type: none"> Production/Facilities Reserves/Asset Management Bit Technology and Bottomhole Assemblies 		5 November 2009	10 November 2009

† Readership Ad Study

Peer-reviewed journals help engineers gain practical insights that can be applied immediately in their daily jobs. From cover to cover, each paper published within has been judged by knowledgeable field experts to be technically sound.



SPE Reservoir Evaluation & Engineering is your source for better insight into what is happening in the subsurface. Topics cover a wide range, including reservoir characterization, geology and geophysics, petrophysics, core analysis, well logging, well testing, geostatistics, reservoir management, EOR, PVT analysis, fluid mechanics, performance prediction, and reservoir simulation.

Published bimonthly (February, April, June, August, October, and December).



SPE Production & Operations provides solutions to a wide range of challenges encountered during field operations. The journal includes papers on acidizing, artificial lift, chemical treatment, downhole equipment, formation damage control, fracturing, multiphase flow, production logging, workovers, and stimulation.

Published quarterly (February, May, August, and November).



SPE Drilling & Completion features papers that both operational and management personnel find beneficial. Topics include horizontal and directional drilling, drilling fluids, bit technology, sand control, perforating, cementing, well control, completions, and drilling operations.

Published quarterly (March, June, September, and December).



SPE Journal covers the theories and emerging concepts that will become the new technologies of tomorrow. Topics include fundamental research papers on all aspects of engineering for oil and gas exploration and production.

Published quarterly (March, June, September, and December).



SPE Projects, Facilities & Construction now includes papers on project management and operations, carbon capture and storage, project valuation, integrated asset modeling, remote monitoring and control, safety, risk, reliability, human factors, and environmental management. Traditional coverage includes all aspects of onshore and offshore surface facilities design (subsea, fixed, and floating production systems), pipelines, and midstream natural gas (LNG, CNG, GTL plants, terminals, and transportation).

Published quarterly (March, June, September, and December). Available only online!

Rates

All rates listed in US dollars. (Rates are for black and white ads. There is an additional charge for color.)

	1x	3x	6x	12x	18x	24x	36x
Full Page	\$2,070	\$2,020	\$1,995	\$1,870	\$1,820	\$1,775	\$1,720
1/2 Page (H or V)	\$1,360	\$1,320	\$1,290	\$1,225	\$1,195	\$1,160	\$1,125
1/4 Page	\$830	\$805	\$780	\$760	\$730	\$715	\$700

Covers (4-color pricing included in cover rates.)

Cover 4 (OBC)	\$4,485	\$4,410	\$4,320	\$4,205	\$4,095	\$4,025	\$3,945
Cover 2 (IFC)	\$4,280	\$4,255	\$4,240	\$4,095	\$4,025	\$3,955	\$3,880
Cover 3 (IBC)	\$4,250	\$4,230	\$4,210	\$4,075	\$3,960	\$3,890	\$3,825

Additional Color

Additional color	\$660
4-Color	\$1,205
Spread	\$1,810

Insertion Order Deadline

16th of the month prior to publication

Material Deadline

21st of the month prior to publication



ADVERTISEMENT INSERTION ORDER/SPACE CONTRACT



Date Submitted: _____

Advertiser _____ **Company Name** _____

Information: _____ **Company Address** _____

Attn. _____ **Email** _____

Tel _____ **Fax** _____

Publication(s)	Pub(s) Date(s)	Position(s)	Headline/Title
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Ad Size	4/C	2/C	BW	Other (specify colors)
2 page spread	_____	_____	_____	_____
Full page	_____	_____	_____	_____
2/3 page	_____	_____	_____	_____
1/2 H page	_____	_____	_____	_____
1/2 ls page	_____	_____	_____	_____
1/3 V page	_____	_____	_____	_____
1/4 page	_____	_____	_____	_____

Materials Shipped to Arrive _____
 Ad Index Listing _____

New Material Yes No Repeat From (Publication Issue) _____

Special Instructions _____

Production Contact _____ Tel: _____

Rate (per insertion): Gross _____ Net _____ Frequency _____

Billing Address _____ P.O.# _____

Authorized By _____ Date _____

SPE Advertising Sales

Jim Klingele, Senior Manager, Sales
 10777 Westheimer Road, Ste. 1075
 Houston, Texas 77042-3455 USA
 Tel: 1.800.456.6863
 (Toll-free in the USA and Canada)
 or +1.713.779.9595, ext. 612
 Fax: +1.713.779.4220
 Email: jklingele@spe.org

Mike McManus, Sales Representative
 10777 Westheimer Road, Ste. 1075
 Houston, Texas 77042-3455 USA
 Tel: 1.800.456.6863
 (Toll-free in the USA and Canada)
 or +1.713.779.9595, ext. 625
 Fax: +1.713.779.4220
 Email: mmcmanus@spe.org

Send Ad Materials To

SPE Society of Petroleum Engineers
 222 Palisades Creek Dr.
 Richardson, Texas 75080-2040 USA
 Tel: +1.800.456.6863
 (Toll-free in the USA and Canada)
 or +1.972.952.9393

Mary Jane Touchstone, Advertising Manager
 Tel: +1.972.952.9393, ext. 351
 Fax: +1.972.952.9358

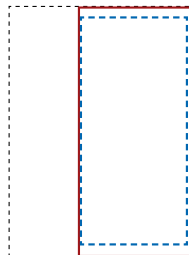
Advertising Sizes

Publication size/final trim size: $8\frac{1}{8} \times 10\frac{7}{8}$ in. / 206.375×276.225 mm

Live Area: All body copy, headings and other text must be at least $\frac{1}{4}$ in. inside the trim size on all sides.

<p>Trim Size for Double Page Spread: $16\frac{1}{4} \times 10\frac{7}{8}$ in. 413×276 mm</p> <p>Double Page Spread Non-bleed: $15\frac{3}{4} \times 10$ in. 400×254 mm</p> <p>leave .5 in. / 12.7 mm in the center/gutter</p>	<p>Double Page Spread with bleed: $16\frac{1}{2} \times 11\frac{1}{8}$ in. 419×283 mm</p>
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$\frac{2}{3}$ Page Vertical
 $4\frac{7}{16} \times 9\frac{9}{16}$ in.
 113×243 mm



<p>Trim Size: $8\frac{1}{8} \times 10\frac{7}{8}$ in. 206.375×276.225 mm</p> <p>Margins: ($\frac{1}{4}$ in.) $.25$ in. / 6.5 mm</p> <p>Bleeds pulled out: ($\frac{1}{8}$ in.) $.125$ in. / 3.2 mm</p>	<p>Live Area: Full Page Non-bleed: $6\frac{13}{16} \times 10$ in. 173×254 mm</p> <p>Full Page with bleed: $8\frac{3}{8} \times 11\frac{1}{8}$ in. 213×283 mm</p>
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$\frac{1}{2}$ Page Island
 $4\frac{7}{16} \times 7\frac{1}{2}$ in.
 113×191 mm

<p>$\frac{1}{2}$ Page Vertical</p> <p>Live Area: $\frac{1}{2}$ Vertical</p> <p>Non-bleed: $3\frac{1}{4} \times 9\frac{9}{16}$ in. 83×243 mm</p>	<p>Bleeds pulled out on left, right and bottom $\frac{1}{8}$ in.: $.125$ in. / 3.2 mm</p> <p>$\frac{1}{2}$ Vertical with bleed: $4\frac{1}{8} \times 11\frac{1}{8}$ in. 105×283 mm</p>
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$\frac{1}{3}$ Page Square
 $4\frac{7}{16} \times 4\frac{7}{16}$ in.
 113×124 mm

<p>$\frac{1}{2}$ Horizontal Document Size: $8\frac{1}{8} \times 5\frac{5}{8}$ in. 206.375×142.875 mm</p> <p>Live Area: $\frac{1}{2}$ Horizontal Non-bleed: $6\frac{13}{16} \times 4\frac{7}{8}$ in. 173×124 mm</p>	<p>Bleeds pulled out on left, right and bottom $\frac{1}{8}$ in.: $.125$ in. / 3.2 mm</p> <p>$\frac{1}{2}$ Horizontal with bleed: $8\frac{3}{8} \times 5\frac{7}{8}$ in. 213×149 mm</p>
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$\frac{1}{4}$ Page Vertical
 $3\frac{1}{4} \times 4\frac{7}{8}$ in.
 83×124 mm

<p>$\frac{1}{3}$ Page Vertical</p> <p>Live Area: $\frac{1}{3}$ Vertical</p> <p>Non-bleed: $2\frac{1}{8} \times 9\frac{9}{16}$ in. 54×243 mm</p>	<p>Bleeds pulled out on left, right and bottom $\frac{1}{8}$ in.: $.125$ in. / 3.2 mm</p> <p>$\frac{1}{3}$ Vertical with bleed: $2\frac{7}{8} \times 11\frac{1}{8}$ in. 73×283 mm</p>
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$\frac{1}{6}$ Page (Resources ad)
 $2\frac{1}{8} \times 4\frac{3}{8}$ in.
 54×111 mm

Submit ad materials to

Society of Petroleum Engineers, JPT
 Attn: Mary Jane Touchstone, Advertising Manager
 222 Palisades Creek Drive
 Richardson, Texas 75080 USA
 Tel: +1.972.952.9351
 Fax: +1.972.952.9358
 Email: mtouchstone@spe.org

EFFECTIVE 1 JANUARY 2009

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

Matched Color: When matched colors are submitted as a second color, we will use the closest standard color, listed above, built from process colors. If a matched color requires that we run a PMS color, see your sales representative for five-color ad rates.

Technical Specifications: Preflighted PDF/X-1a 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 $\frac{1}{4}$ in. (6 mm) inside from the trim. Bleeds should extend $\frac{1}{8}$ in. (3 mm) beyond the trim. A low-resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.

Employment and Professional Services ads: Please contact Mary Jane Touchstone for information about employment and professional services ads.

FTP Address: Host: prodftp.spe.org
 User ID: prod
 Password: spe222!
 Directory: in

- From your desktop, go to START
- Select RUN
- Type in EXPLORER, then select OK
- In the address window, type in the following ftp://prodftp.spe.org (The window will appear blank)
- In the explorer window select FILE from the toolbar.
- Select LOGIN AS. Type in your username as prod and your password as spe222!

Please wait until your file upload is complete, and then contact Mary Jane Touchstone with your filename and location. **Note:** Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.

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

JPT Online: Download PDFs of

- JPT Media Planner
- SPE Insertion Order/Space Contract
- Employment Specifications and Rates
- Professional Services Rates
- Technical Publications Media Planner at www.spe.org/jpt.
- BPA Statement

Advertising Sizes

Publication size/final trim size:


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

Live Area: All body copy, headings and other text must be at least 1/4 in. inside the trim size on all sides.

<p>Trim Size: 8 1/8 × 10 7/8 in. 206.375 × 276.225 mm</p> <p>Margins: (1/4 in.) .25 in. / 6.5 mm</p> <p>Bleeds pulled out: (1/8 in.) .125 in. / 3.2 mm</p>	<p>Live Area: Full Page Non-bleed: 6 13/16 × 10 in. 173 × 254 mm</p> <p>Full Page with bleed: 8 3/8 × 11 1/8 in. 213 × 283 mm</p>
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<p>1/2 Page Vertical</p> <p>Live Area: 1/2 Vertical Non-bleed: 3 1/4 × 9 5/8 in. 83 × 243 mm</p>	<p>Bleeds pulled out on left, right and bottom 1/8 in.: .125 in. / 3.2 mm</p> <p>1/2 Vertical with bleed: 4 1/8 × 11 1/8 in. 105 × 283 mm</p>
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<p>1/2 Horizontal Document Size: 8 1/8 × 5 5/8 in. 206.375 × 142.875 mm</p>	<p>Bleeds pulled out on left, right and bottom 1/8 in.: .125 in. / 3.2 mm</p>
<p>Live Area: 1/2 Horizontal Non-bleed: 6 13/16 × 4 7/8 in. 173 × 124 mm</p>	<p>1/2 Horizontal with bleed: 8 3/8 × 5 7/8 in. 213 × 149 mm</p>

<p>1/4 Page Vertical 3 1/4 × 4 7/8 in. 83 × 124 mm</p>	
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EFFECTIVE 1 JANUARY 2009

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

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Technical Specifications: Preflighted PDF/X-1a 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 1/4 in. (6 mm) inside from the trim. Bleeds should extend 1/8 in. (3 mm) beyond the trim. A low-resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.

Employment and Professional Services ads: Please contact Mary Jane Touchstone for information about employment and professional services ads.

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User ID: prod
Password: spe222!
Directory: in

- From your desktop, go to START
- Select RUN
- Type in EXPLORER, then select OK
- In the address window, type in the following
ftp://prodftp.spe.org (The window will appear blank)
- In the explorer window select FILE from the toolbar.
- Select LOGIN AS. Type in your username as prod and your password as spe222!

Please wait until your file upload is complete, and then contact Mary Jane Touchstone with your filename and location.

Note: Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.

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