SPEREVIEW
LONDON

Media Pack 2017

http://london.spe.org/home

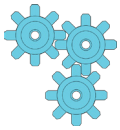
SPE Review London is a full-colour, monthly electronic publication

We welcome adverts for company products, services and courses, as well as recruitment requirements. Corporate and recruitment advertisements are priced according to size, and whether they are corporate/product or recruitment advertising. Additional advertising opportunities include advertising features and a consultants listing. We are also pleased to offer a bespoke advertising design service and editorial support for advertising features: please contact us for further information.

SPE Member Profile

SPE LONDON MEMBERS

4000 members



15+ Technical Disciplines

Connected to Non-technical Disciplines

SPE LONDON REVIEW

40,000 SPE Review London emails

>25% Opened emails

Top technical interests of SPE members – North Sea Region

- Reservoir performance & evaluation
- Directional drilling
- Horizontal drilling
- Well planning
- Reservoir management
- Completions
- Subsea developments
- Surface & subsea equipment
- Artificial lift
- Well testing
- Coiled tubing applications
- Formation damage & evaluation
- Unconventional reservoirs
- Reserve estimation & economics
- Production systems
- Well integrity

Top five technical disciplines of SPE members – North Sea Region

• Reservoir description and dynamics	31%
• Drilling and completions	29%
• Production and operations	20%
• Management and information	10%
• Projects, facilities and construction	7%

SPE is a not-for-profit professional association

Its members are engaged in energy resources development and production. SPE is a key resource for technical knowledge related to the oil and gas exploration and production industry, and provides services through publications, events, training courses and online resources at www.spe.org. SPE London Chapter is a self-financed chapter. Income from SPE events and services is invested back into SPE to support many other society programs.

For more details or to book advertising space, please contact:
John Ciccarelli – John.Ciccarelli@iooilandgas.com
Alternatively, download the advertising booking form from http://london.spe.org/home, fill in your details and send it along with your artwork to the above email address.

Banner ads

Placement: Banner ads always appear in the right hand column, below 'Contact Us', throughout the website.

- Homepage banner (appear on the 'Homepage' only.)
- Recruitment banner (appear on the 'Job Opportunities' page only.)
- Events banner (appear on the 'London Events' page.)

Technical specifications – homepage/recruitment/events:

- 114 pixel (width) x 80 pixel (height)
- 72 dpi (dots per inch)
- Websafe RGB colours
- Files must be supplied in '.gif' or '.jpeg' format. Flash files must be converted to animated '.gif' files.

Any artwork provided in other formats will require conversion and will be subject to a design charge of £90 per hour.
Technical queries and final files should be supplied via email to: **John Ciccarelli: John.Ciccarelli@iooilandgas.com**

Advertising features

Advertising features provide an editorial platform for showcasing your company's successes, such as winning awards, securing business, developing innovative products/services and attracting new recruits – or all of the above!
Advertising features will appear in a similar style to that of an SPE Review London article and will benefit from supporting images, such as logos and photography.

Prices (excluding VAT): **Please contact us about advertising feature rates. Our general rates are on page 4.**

Word count

A half page feature should be no more than 300 words plus imagery.
A full page feature should be no more than 950 words plus imagery.
The number of words relates to the article content only.
Image captions and text within charts and diagrams are additional.

SPE Review London also offers an editorial service (please apply for price) and reserves the right to edit all copy.

Copy deadline

See the boxed section '2017 Publication deadlines' for further details.

Technical specifications

The inclusion of full colour company logos, pictures and illustrations, type setting and layout are included in the price, based on the advertiser supplying all elements in digital format. We can accept digital files in the following formats:

- Microsoft Word (.doc)
- Microsoft PowerPoint (.ppt)
- Adobe Acrobat PDF (.pdf
- Adobe InDesign (.indd)
- Adode Illustrator (.ai) or (.eps)
- Freehand EPS (.eps)
- High resolution JPEG (.jpg) or TIF (.tif) or EPS (.eps)

All photographs/images should be supplied as high resolution (300dpi) print quality files in jpeg, tif or eps format.
All charts/diagrams/illustrations should be provided with editable text if possible.

SPE LONDON ADVERTISING RATES

SPE Review London Newsletter				
Advert Size	x 1 issue	x 3 issues	x 6 issues	x 10 issues
1/4 page	£80	£230	£460	£750
1/2 page	£160	£470	£940	£1,550
Full page	£320	£950	£1,900	£3,150

All costs are exclusive of VAT

SPE London Website		
Advert Type	1 month	2 months
Homepage Banner	£250	£450
Sidebar Banner	£150	£250

All costs are exclusive of VAT

Payment

All prices shown are subject to additional VAT at the prevailing rate.
Advertisers will be invoiced in pounds Sterling on publication.
Payment terms are strictly 21 days.

Conditions

The publisher reserves the right to refuse acceptance of any advertisement order and does not accept any responsibility for any statements or claims made in advertisements.
Cancellation of advertisement bookings must be made in writing at least five days before the copy deadline date.
Otherwise SPE reserves the right to invoice the booking in full.

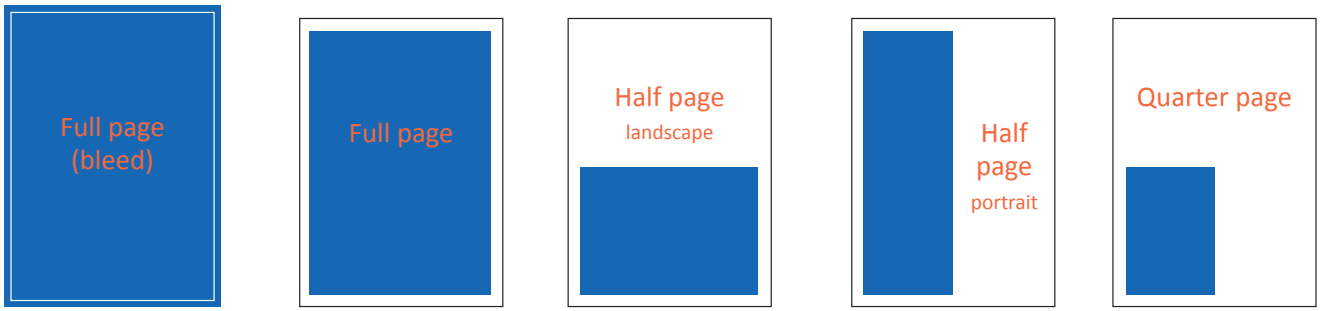
Advert Dimensions

Quarter page	130mm (h) x 92mm (w)
Half page portrait	267mm (h) x 92mm (w)
Half page landscape	130mm (h) x 190mm (w)
Full page	267mm (h) x 190mm (w)
Full page (back cover)*	277mm (h) x 190mm (w)
Full page (bleed)	303mm (h) x 216mm (w)
Trim size	297mm (h) x 210mm (w)

** outside back cover advert is available to corporate sponsors only*

Colour options

We cannot be held responsible if the colour breakdown differs from your guidelines.



Technical specifications

Please supply your print-ready artwork in Adobe Acrobat PDF format, saved as a high resolution, 300dpi, CMYK, print-quality file with all fonts embedded or converted to paths. We also accept print-ready artwork in the following formats:

Adobe InDesign (CS5.5 or lower)
Provide an .indd file 'packaged' for output with all high resolution (300dpi) images and fonts used in artwork.

Adobe Illustrator
Provide artwork as .ai or .eps file. All high resolution (300dpi) images should be embedded and fonts outlined.

We can only accept files saved as .eps with all fonts and high resolution (300dpi) images supplied or embedded.
Any artwork provided in any other format will require conversion and will be subject to a design charge of £90 per hour.

Supplying files

Artwork up to 10MB in size may be supplied via email to: **John Ciccarelli: John.Ciccarelli@iooilandgas.com**
All artwork supplied via email should include a PDF visual reference of the final design (if not providing artwork in print-quality PDF format).

For files larger than 10MB, please contact John to ask about uploading using an ftp site or other alternatives.

2017 publication deadlines

Issue	Month	Booking deadline	Copy/artwork deadline	Publication date (2nd week in month)
017	January	16 December	18 December	January 2107
018	February	20 January	23 January	February 2017
019	March	17 February	20 February	March 2017
020	April	17 March	20 March	April 2017
021	May	22 April	25 April	May 2017
022	June	20 May	23 May	June 2017
023	July	17 June	20 June	July 2017
024	September	18 August	21 August	September 2017
025	October	15 September	18 September	October 2017
026	November	13 October	16 October	November 2017

Consultants listing

Self-employed consultants who are SPE members may wish to advertise their services in SPE Review London. Please email: **John Ciccarelli: John.Ciccarelli@iooilandgas.com** with:

- Up to ten words describing the services offered
- Contact name
- Company name and address
- Telephone and/or fax numbers
- Email details
- Prices from £10.00 per month for three lines of copy (as per example). An extra £10.00 per extra line of copy per month applies

An example of how your listing would appear in SPE Review London:

John Smith – Specialist pipeline pigging, pipeline commissioning, hydraulics
tel: 01416 378000› fax: 0120 051 3633 › email: john@pipelineresearch.com
Pipeline Research Ltd, PO Box 5521, London W46 6YX

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fill in your details and send it along with your artwork to the above email address.

2017 Advertisement Insertion Order / Space Agreement

Please fill in your details and send it along with your artwork to **John Ciccarelli: John.Ciccarelli@iooilandgas.com**

Company Name	Date Submitted
Company Contact	Ad Index Listing
Company Address	
Email	
Tel	Fax
Publication	
Month(s)	
Position(s)	
Headline/Ad Title	

Ad size	Colour	Black & White
Quarter page		
Half page portrait		
Half page landscape		
Full page		
Full page (back cover)		
Full page (bleed)		
Trim size		
Banner: Homepage ☐ Recruitment ☐ Events ☐		

Production Contact				Special Instructions	
Tel/email					
Gross		Agency Discount		VAT	TOTAL
Frequency Rate	x1	x3	x6	x10	
Billing Address					
Authorised by				Date	
PO Number					