

Deep Offshore Technology International 2010 Advertising Space Agreement



Amsterdam RAI, Amsterdam, Netherlands
30 November - 2 December 2010

I/we hereby apply for advertising space in the official Deep Offshore Technology International Pre-Show Guide.

Ad in final programme (material due 25 August 2010) Date: _____

Contact name: _____ Company Name: _____

Address: _____

City/State: _____ Zip/Postal Code: _____

Country: _____

Contact Telephone: _____ Contact Fax: _____

Contact Email: _____

Signature: _____ Date: _____

Colour advertising rates:

| | |
|------------------|--------|
| Full-Page | € 2400 |
| 1/2 page | € 1450 |
| Full page spread | € 4000 |
| 1/4 page | € 1130 |

Printing and Production specifications:

Trim size (195mm x 297mm) . Allow (6mm) all round

| 1 page/full page | | | Double page spread | | |
|---------------------|-------|--------|--------------------|-------|--------|
| Size | Width | Height | Size | width | height |
| Bleed: | 198mm | 258mm | Bleed: | 396mm | 258mm |
| Trim size: | 195mm | 297mm | Trim Size: | 390mm | 255mm |
| Type Area: | 190mm | 250mm | Type Area: | 385mm | 250mm |
| 1/2 page Horizontal | | | 1/2 Vertical | | |
| Size | Width | Height | Size | Width | height |
| Trim size: | 195mm | 127mm | Trim size: | 100mm | 258mm |
| 1/4 page Horizontal | | | | | |
| Size | Width | Height | | | |
| Trim size: | 98mm | 62mm | | | |

Advertising requirements

(please check appropriate boxes)

- Full-page ad 4-c process
 Two-page spread 4-c process
 1/2 page 4-c process
 1/4 page 4-c process

- Cover position Inside front Inside back
 Back cover

Total Cost _____

Submission Requirements

PennWell Upload Site: see <http://digitalads.pennwell.com>

Upload Site Instructions - Files will need to be zipped prior to uploading. Select DOT International Show Guide in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Files over 250 MB will need to be shipped on disk by courier.

Copy requirements

IMPORTANT: A hard copy colour-correct proof (chromalin or equivalent) should be supplied with all advertisements for colour matching purposes. Please note that if a colour proof is not supplied, PennWell cannot accept responsibility for variations in colour.

Files must be supplied in either of the following formats:

- PDF (Preferred): With all crop marks included. Any images within the PDF should adhere to the rules below.
 EPS: Must be flattened (no layers). Must not be JPEG encoded.
 TIFF: No Alpha channels.
 JPEG: Must not be progressive. NB: native JPEG format is acceptable but EPS with JPEG encoding is not.

The following application files are acceptable:

Illustrator, Photoshop, Indesign

IMPORTANT: all images must be CMYK (not RGB) and have a resolution of 300dpi. We cannot guarantee good quality reproduction if these formats are not adhered to. Colour images must not be supplied as EPS with JPEG encoding as these will print as greyscale. Fonts should be supplied as OpenType or Type 1 (screen and printer) fonts.

**Advertising material can also be sent to:
BUT DIGITAL UPLOAD IS PREFERRED METHOD**

Attention of:

PRODUCTION DEPARTMENT

PennWell Corporation
 Warlies Park House
 Horseshoe Hill
 Upshire, Essex
 EN9 3SR
 UK

Tel: +44 (0) 1992 656 600
 Fax: + 44 (0) 1992 656 705

Return to Deep Offshore Technology International 2010

Date Received: _____ Amount Due: € _____ Customer: # _____

Accepted for CGE by: _____ Print Name: _____

