

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 Show Guide.

Ad in final programme (material due 2nd November 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	€ 1595
1/2 page	€ 895
Full page spread	€ 2995
1/4 page	€ 695

Printing and Production specifications:

Trim size (210mm x 297mm) . Allow (6mm) all round

1 page/full page			Double page spread		
Size	Width	Height	Size	width	height
Bleed:	210mm	273mm	Bleed:	413mm	273mm
Trim size:	203mm	267mm	Trim Size:	406mm	267mm
Type Area:	178mm	241mm	Type Area:	381mm	241mm
1/2 page Horizontal			1/2 Vertical		
Size	Width	Height	Size	Width	height
Trim size:	203mm	137mm	Trim size:	57mm	248mm
1/4 page Horizontal					
Size	Width	Height			
Trim size:	86mm	124mm			

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: _____

