

## Program Advertising Guidelines

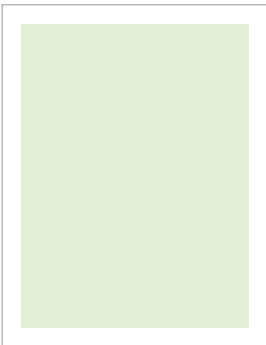
As the cornerstone print piece of this event, the 2017 Technical Conference and Oilfield Expo program provides an invaluable avenue to reach your target audience. By adhering to the design guidelines below, you can ensure that your advertisement achieves optimal presentation in this publication.

**All artwork for the program must be submitted by October 13, 2017.** Please contact Lyndsey Kleven at [lyndsey@ooga.org](mailto:lyndsey@ooga.org) with any questions you may have.

### Artwork Dimensions

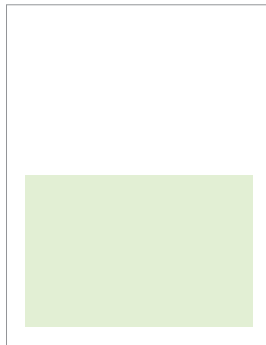
#### Full Page

6" wide x 8" tall



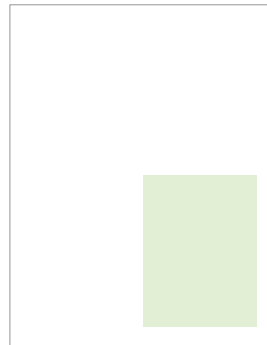
#### 1/2 Page

6" wide x 4" tall



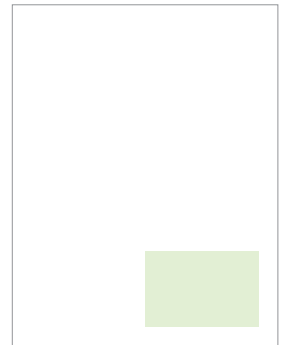
#### 1/4 Page

3" wide x 4" tall



#### 1/8 Page

3" wide x 2" tall



Please submit all advertisement artwork according to the dimensions indicated above. As shown in the illustrations, all advertisements will be surrounded by a margin. Do not include bleeds on artwork.

### Resolution

All submitted artwork must be a minimum of **300dpi**.

### Color

Artwork must be submitted in **CMYK** color format. All advertisements will be printed in full color.

### Bleed

All advertisements will be surrounded by a margin. Please **do not include bleeds** on artwork.

### File Format

The preferred file format is a high-resolution PDF. High-resolution JPEG, TIFF, PSD and AI files will also be accepted.

### Fonts

Please convert all fonts to outlines prior to submission.

### File Submission

Please submit all advertising artwork by **October 13, 2017** using the form indicated in the confirmation email following your purchase. Please contact Lyndsey Kleven at [lyndsey@ooga.org](mailto:lyndsey@ooga.org) with any questions you may have.



# Advertising Guidelines

November 1-2 · Pritchard Laughlin Civic Center

## Web Advertising Guidelines

Enhance your company's exposure by prominently displaying your logo or web advertisement on the official website for the 2017 Technical Conference and Oilfield Expo. **Upon receipt of the correct format, your digital advertisement will go live within 1 business day. All artwork for website advertising must be submitted by October 13, 2017** Please contact Lyndsey Kleven at [lyndsey@ooga.org](mailto:lyndsey@ooga.org) with any questions you may have.

### Artwork Dimensions

Please submit all advertisement artwork according to the dimensions indicated below.

#### Sidebar Advertising

Dimensions: 252w x 200h (pixels)

Display: Featured in order of submission along the event website's primary sidebar

#### Exhibitor Floor Plan Advertising

Dimensions: 150w x 76h (pixels)

Display: Featured in order of submission above the interactive exhibitor floor plan

### Resolution

All submitted artwork must be a minimum of **72dpi**.

### Color

Artwork must be submitted in **RGB** color format.

### Bleed

Please submit your artwork at the specified dimensions without bleeds.

### File Format

JPEG, TIFF, PSD, PNG, GIF and AI files will be accepted.

### Fonts

Please convert all fonts to outlines prior to submission.

### File Submission

Please submit all advertising artwork by **October 13, 2017** using the form indicated in the confirmation email following your purchase. Please contact Lyndsey Kleven at [lyndsey@ooga.org](mailto:lyndsey@ooga.org) with any questions you may have.