



# The SPWLA Today Newsletter

The Society of Petrophysicists and Well Log Analysts (SPWLA) is a nonprofit corporation dedicated to the advancement of the science of petrophysics and formation evaluation, through well logging and other formation evaluation techniques and to the application of these techniques to the exploitation of gas, oil and other minerals.

Founded in 1959, SPWLA provides information services to scientists in the petroleum and mineral industries, serves as a voice of shared interests in our profession, plays a major role in strengthening petrophysical education, and strives to increase the awareness of the role petrophysics has in the Oil and Gas Industry and the scientific community.

In the Society, Chapter News, From the President, nontechnical From the Editor content, "The Bridge," Memoriams, columns or content, op-eds columns, cartoons, commentaries, and discussions.

Issue Frequency: Bi-Monthly (6 Issues a Year)

+ January	July
March	September
May	November

Subscription Rates: \$100 (Member), \$150 (Non-Member)  
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Recipient Categories: Geologists, Engineers, Petrophysicists, Researchers, Oil Gas Companies, Service Companies, Software Companies Universities

## RATES & SPECIFICATIONS

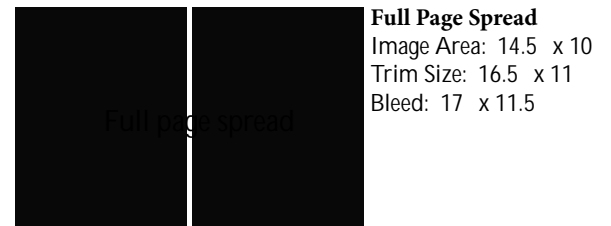
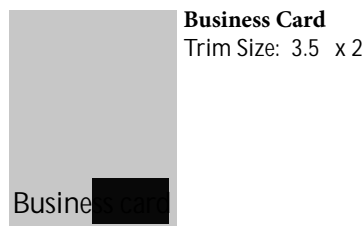
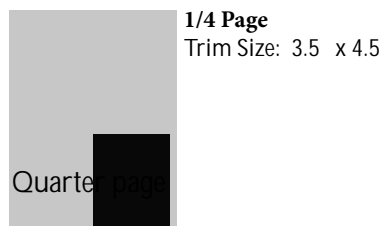
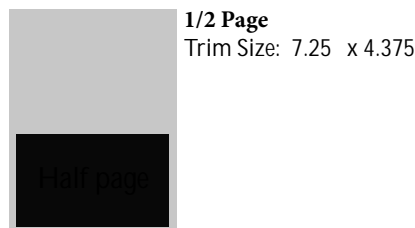
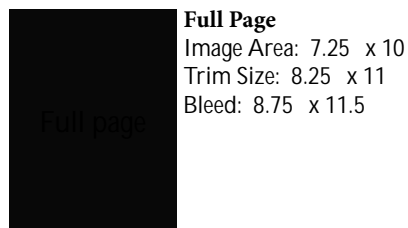
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## Supplying Ad Material

- t SPWLA reserves the right to accept materials and require publication pre-payment.
- t SPWLA will only accept ads submitted in Press-ready formats as PDF and TIFF at 300 dpi, and EPS files at high resolution.
- t All ads must be received at the final size
- t All ads must be accompanied by a proof that is out-put at 100%.



**Advertising Acceptance**

The editorial team reserves the right to accept materials and require publication pre-payment. Advertising precedes and follows editorial section.

**Special Positioning or Inserts**

For unusual positioning or to place a special insert, you must contact the Publications Manager for rates and availability.

**Positioning and Color Signatures**

**Digital Ad Specifications**

- All digital ads need to be received “press-ready” in PDF format to the SPWLA office.
- If the supplied digital ad is not press-ready, the advertiser can incur additional charges to prepare the digital ad for press.
- Ad files that do not require alteration, fonts or linked graphics are “press-ready” and preferred, as this significantly lowers the number of errors introduced prior to out-put.
- All ads must be accompanied by a proof that is out-put at 100%.
- All ads must be received at the final size they will be printed plus a bleed standard of .25” if applicable.

**Closing Dates**

Insertion order, press-ready ads, color proofs are due on the 15th of the preceding month, i.e., December 15th for the January issue.

**Payments of Accounts**

Credit accounts are strictly net and must be settled within 30 days. If an account is overdue, the publisher reserves the right to charge interest at the rate of 1.5% per month of each month for which an account is overdue. All advertising rates are net. No commissions may be deducted from the net amount. The non-profit society rates are intended to cover cost and assist in publication of research. Companies which submit advertising through agencies should compensate those agencies for their time in submitting advertising.

**Forward all information including payments and ads to:**

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Publication Manager  
 SPWLA  
 8866 Gulf Freeway, Suite 320  
 P: +1-713-947-8727  
 F: +1-713-947-8747  
 Email: sharon@spwla.org

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