

**Society of Petrophysicists and Well Log Analysts (SPWLA)**

8866 Gulf Freeway, Suite 320

Houston, TX, 77017 USA

Phone: +1-713-947-8727

Fax: +1-713-947-7181

www.spwla.org

**INSERTION ORDER FORM**

Publication: The SPWLA Today Newsletter  
 Contact: SPWLA Business Office  
 Email: publications@spwla.org; sharon@spwla.org  
 Phone: +1-713-947-8727

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state, zip code,  
country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Insertion Schedule: January, March, May, July, September, November

Year: 2018

**Advertising Rates:** Pricing includes color rate, per issue.

| Frequency     | 1x     | 3x consecutive | 6x consecutive |
|---------------|--------|----------------|----------------|
| Full Page     | \$1000 | \$950          | \$900          |
| 1/2 Page      | \$ 800 | \$750          | \$700          |
| 1/4 Page      | \$ 600 | \$550          | \$500          |
| Business Card | \$100  | \$ 90          | \$ 80          |

Advertising Frequency:  January  July  
 March  September  
 May  November

Quantity: \_\_\_\_\_

Size:  Full page  1/4 page  
 1/2 page - horizontal  Business card  
 1/2 page - vertical

**Make payable to:** SPWLA  
**Ad materials to:** publications@spwla.org; sharon@spwla.org  
 Please see next page for more information.

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Ad rate:

\$

Other:

\$

TOTAL COST:

\$



**Advertising Acceptance**

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

**Press-Ready Formats**

- SPWLA will only accept ads submitted in Press-ready formats as PDF and TIFF at 300 dpi, and EPS files at high resolution.
- PDF's for full page ads that contain bleeds must be made to the correct page size to include bleed for trimming.
- Vector based EPS files are highly recommended in Adobe Illustrator for separate logos.
- Vector based files should have all fonts included with ad file submission. (Please note that files exported as EPS files from QuarkXPress do not retain or embed fonts, so fonts must be included with these types of files.)
- EPS Files exported from Adobe InDesign will embed fonts.

**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.

**Resolution**

- Color images should be saved as CMYK and not RGB or LAB color spaces.
- Black and White should be saved as grayscale and not RGB.
- 4-color CMYK graphics: No less than 300 dpi when out-put at final size.

- Grayscale/Continuous Tone: No less than 300 dpi when output at final size.
- Line Art (b/w text no screens) preferred in EPS format or high resolution of 300 dpi or higher.

**Bleed Rate**

No charge for full bleed

**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**

In order for the journal to be able to print all color on one signature, the journal reserves the right to shift ads from special positions, if necessary. The journal also reserves the right to shift advertising to accommodate double-page spreads in signatures.

**Business Card Ads**

Business card (1/8 page) should be press-ready size 3.5" x 2". Typesetting is available for an additional \$75. Contact the business office for information. Pre-payment should be made at time of insertion. Special positioning not available for business cards only.

**Trim Sizes**

Journal trims .125" off top, bottom and .25" off outside edge. Final trim size of publication is 8.25" x 11". Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of .5" should be allowed for the bind.

**Paper Stock**

- Inside pages- 50 lb. Coated off set
- Covers- 100 lb. Coated off set
- 4-color process- 60 lb. Process

**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.

|                   |        |               |                 |
|-------------------|--------|---------------|-----------------|
| <b>Readership</b> |        |               |                 |
| North America     | Europe | Oceania       |                 |
|                   | Africa | Middle East   | Central America |
| South America     | Asia   | The Carribean |                 |

**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:**

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