

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: PETROPHYSICS
 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: February, April, June, August, October, December

Year: 2018

Advertising Rates: Pricing includes 4-color rate.

Frequency	1x	3x consecutive	6x consecutive
Full Page, Inside	\$1500	\$1450	\$1400
1/2 Page	\$1200	\$1150	\$1100
1/4 Page	\$1000	\$950	\$900
Inside Front or Back Cover	\$1850	\$1800	\$1750
Outside Back Cover	\$1700	\$1650	\$1600

Advertising Frequency: February August
 April October
 June December

Quantity: _____

Position: Inside front cover Right hand read
 Inside back cover Front forward
 Back cover

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

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: \$

Add'l cover charge \$

Special Insert: \$

Typesetting: \$

Other: \$

TOTAL COST: \$

PETROPHYSICS

THE SPWLA JOURNAL OF FORMATION EVALUATION AND RESERVOIR DESCRIPTION

PETROPHYSICS is the leading journal in the field and the official publication of the Society of Petrophysicists and Well Log Analysts.

PETROPHYSICS specifically covers the theory and practice of formation evaluation and well logging, subjects which are of critical importance in the exploration and development of petroleum and mineral resources throughout the world. Established in 1959.

Distribution: Domestic & International

Printed Copies per Issue: 500 Digital Copies per Issue: 4,000

Recipients: Geologists, Engineers, Petrophysicists, Researchers, Oil & Gas Companies, Service Companies, Software Companies & Universities

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

February

April

June

August

October

December

RATES & SPECIFICATIONS

Advertising Rates Pricing includes 4-color rate.

	1x commitment	3x commitment	6x commitment
Full Page	\$1500	\$1450	\$1400
1/2 Page	\$1200	\$1150	\$1000
1/4 Page	\$1000	\$950	\$900

Place your ad with us today!

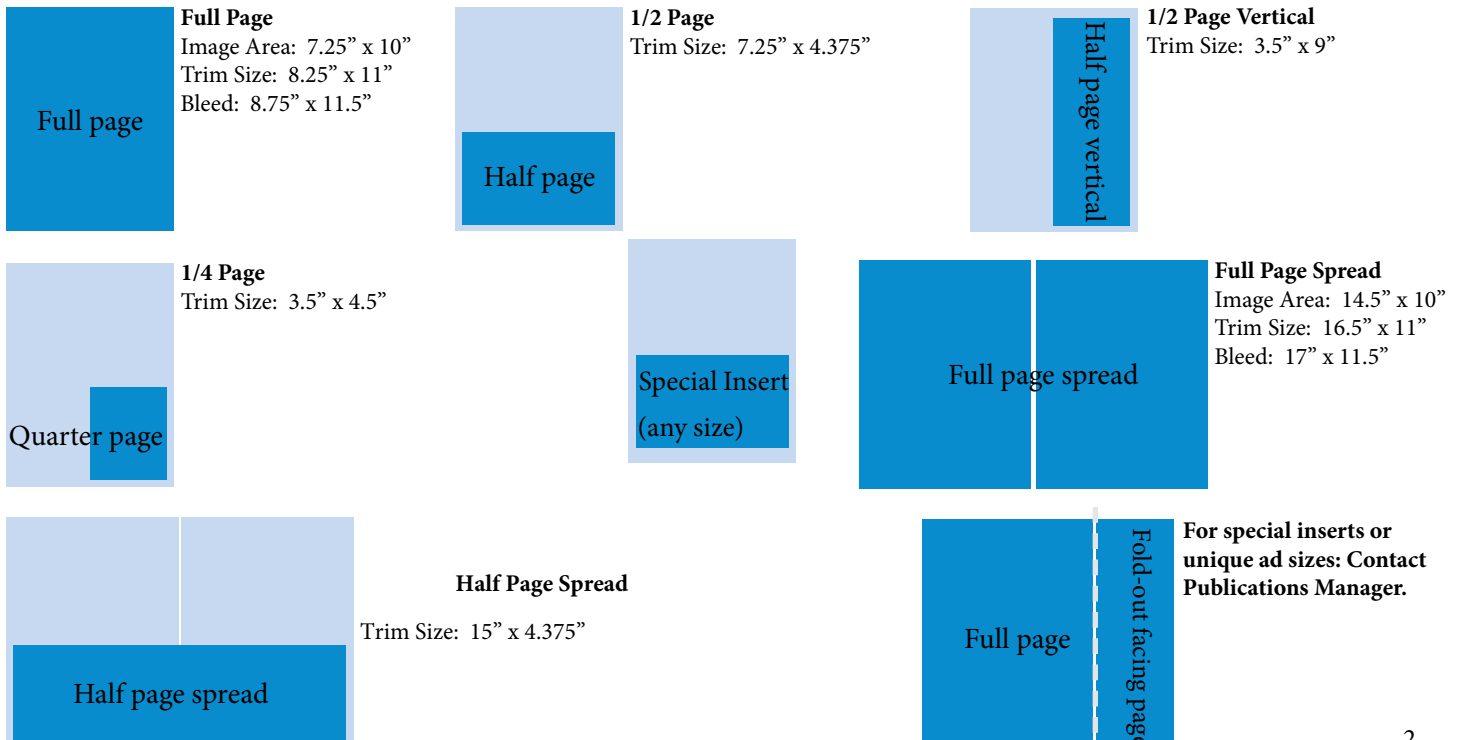
Call +1-713-947-8727

E-mail: publications@spwla.org

Special inserts, full page spreads, half page spreads, black and white, etc: Contact the Publications Manager for ad rate.

Supplying Ad Material

- The journal reserves the right to accept materials and require publication pre-payment. Advertising precedes and follows editorial section.
- SPWLA will only accept ads submitted in Press-ready formats as PDF and TIFF at 300 dpi, and EPS files at high resolution.
- All ads must be received at the final size they will be printed plus a bleed standard of .25" if applicable, i.e., full page advertisement.
- All ads must be accompanied by a proof that is out-put at 100%.
- Color images should be saved as CMYK and not RGB or LAB color spaces.
- For unusual positioning or to place a special insert, you must contact the Publication Manager for rates and availability.
- For more complete PETROPHYSICS specifications contact the Publications Manager.



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.

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

Type of Binding

Perfect Bound – Permanent

Closing Dates

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

Readership

Africa
Asia
North America
South America
Europe
Middle East
Central America
Oceania
The Caribbean

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