



Society of Petroleum Engineers

ADVERTISING OPPORTUNITIES

Publications | Events | Online



Ad Portal User's Manual

spe.sendmyad.com

Created by **Society of Petroleum Engineers**

04/2015

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Introducing SPE's Ad Portal

Welcome to the Society of Petroleum Engineers Ad Portal!

At the beginning of 2013, the Society of Petroleum Engineers (SPE) introduced a new Ad Portal for the delivery of advertisement files to its publications and event materials. This file delivery system, called SPE Ad Portal, offers a number of features for a faster and more efficient process of submitting an advertisement to SPE. As a web-based Ad Portal, advertisers can submit a file to SPE within a matter of minutes, directly from their own desktops. All advertisements submitted through the Ad Portal undergo a preflight, ensuring that it meets the print standards of SPE.

Advertising specifications for all publications and events can be found on the ad portal. Ad specs may also be requested by emailing printpublishing@spe.org.

It's easy to get started. This manual will guide you through the ad materials submission process.

After creating a user account, additional help can be found at the following address: www.sendmyadsupport.com/advertiser

If at any time you need further assistance, please email adportal@spe.org.

Creating an Account

Step 1

Go to spe.sendmyad.com in your web browser.

Step 2

To create a new user, choose "Click Here" under First Time User header.

If you already have a username and password, please sign in and proceed to page 6.

The screenshot shows the SPE SendMyAd portal. At the top, there is a header with the SPE International logo, a 'Signup Here To Send Ads' button, and a central banner for 'Society of Petroleum Engineers ADVERTISING OPPORTUNITIES' with links for 'Publications | Events | Online'. Below the banner, the page is divided into two main sections. On the left, the 'First Time User?' section includes a registration link ('Click Here') and a 'Sign in here' section with fields for 'Email' and 'Password', a 'Remember me' checkbox, and a 'Sign In' button. On the right, the 'Welcome to the "SPE SendMyAd" ad portal.' section lists 'Publication Ad Rates: Click Here', 'Minimum Requirements' (Firefox 17.0, Google Chrome 26, Safari 6.0 or Internet Explorer 10, JavaScript must be enabled, Adobe Flash Player 10+), and 'Minimum screen resolution of 1024 x 768'. A yellow box labeled 'IMPORTANT INFORMATION' points to the minimum requirements. Red arrows from external text boxes point to the 'Click Here' link, the 'Sign in here' section, and the 'IMPORTANT INFORMATION' box.

New users start here

Existing users log-in here

IMPORTANT INFORMATION

NOTE: The current system requirements to use the Ad Portal are listed on the log-in page. Please ensure your computer and browser match the requirements before proceeding.

Creating an Account

Step 3

Complete the information fields to setup your account.
All fields with an asterisk (*) are required information.

The form is titled "User Information:" and contains the following fields:

- Full Name * (Two input boxes, the second is highlighted with a red border)
- Phone * (Input box)
- Email * (Input box, with a note: "This will become your username.")
- Password * (Input box, with a note: "Minimum of 8 characters in length.")
- Password Confirm * (Input box)
- Measurement Units (Dropdown menu, currently set to "Inches")

The form is titled "Your Company Information:" and contains the following fields:

- Company Name * (Input box)
- Company Type * (Dropdown menu, currently set to "Direct Advertiser")
- Address * (Input box)
- Address Line 2 (Input box)
- City * (Input box)
- State/Province * (Input box)
- Zip/Postal Code * (Input box)
- Country * (Dropdown menu, currently set to "United States")

The form is titled "Security Settings:" and contains the following fields:

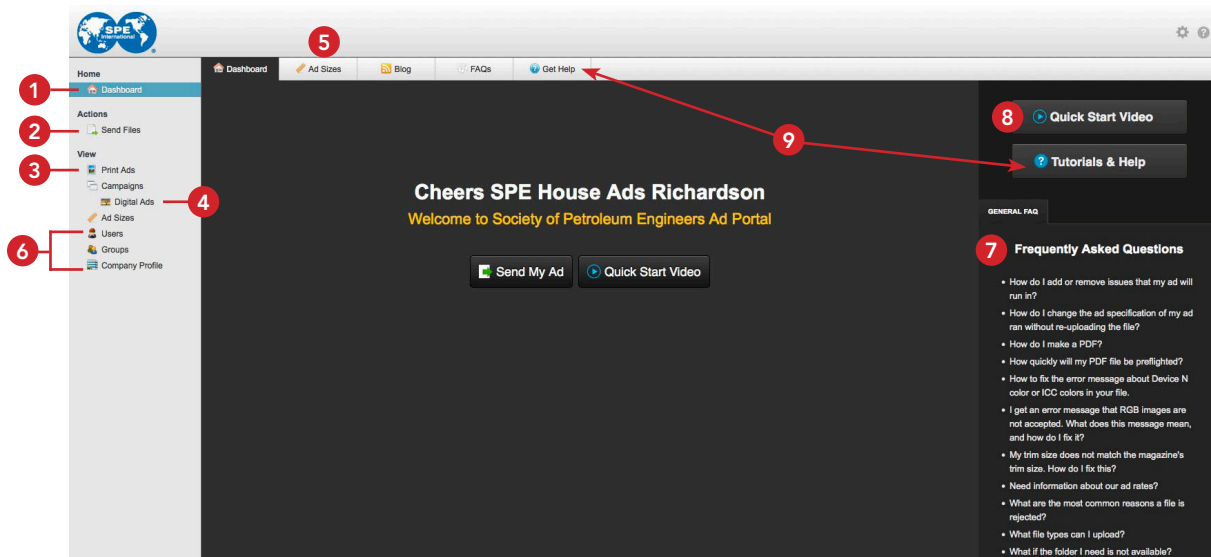
- Security Question * (Dropdown menu)
- Answer * (Input box)

At the bottom of the form, there is a checkbox labeled "You must agree to the [Terms Of Service](#)" and a button labeled "I accept, create my account".

The "Terms of Service" box
MUST be checked before
account can be created.

Viewing the Ad Portal Dashboard

The “Dashboard” allows easy access to all of the features of the Ad Portal. The reference guide below details each feature.



1. Dashboard

Access all Ad Portal features easily.

2. Send My Ad

Upload a new print ad to any SPE event or publication.

3. Ads

Shows ads running in all SPE publications. These ads will be kept in the Ad Portal for 12 months.

4. Digital Ads

Upload a new digital ad to any SPE event or publication.

5. Ad Sizes

Lists of all mechanical specifications and closing dates for SPE events or publications. InDesign templates are available to download.

6. Users, Groups, and Company Profile

Setup a multiple user account so you can see ads uploaded by other members in your organization.

7. Frequently Asked Questions

Answers to commonly asked questions.

8. Quick Start Video Tutorials

Watch video tutorials to answer commonly asked questions.

9. Get Help

Lists detailed assistance on navigating the Ad Portal.

www.sendmyadsupport.com/advertiser

Reviewing the File Requirements

The file requirements for all SPE publications are listed on the Mechanical Specifications sheet in the respective publications media guide or Advertising Specs PDF for SPE event pieces (previews, programs, etc).

All ads submitted should be preflighted PDF/x-1a files with all fonts embedded. Images should be CMYK or grayscale, with a minimum of 300 dpi at 100%. Crop marks should be offset so not to appear in the bleed area.

Print Publications Specs

JPT MECHANICAL SPECS

Size	Trim	Bleed	Live
Spread	16.25 x 10.875 in. 413 x 276.225 mm	16.5 x 11.125 in. 419 x 283 mm	15.75 x 10 in. 400 x 254 mm
2/3 Page Vertical	4.5 x 9.6 in. 114.3 x 243 mm		
1/2 Page Island	4.5 x 7.5 in. 114.3 x 191 mm		
1/2 Page Vertical	4 x 10.875 in. 101.6 x 276.225 mm	4.125 x 11.125 in. 104.775 x 283 mm	3.33 x 9.6 in. 84.6 x 243 mm
1/2 Page Horizontal	8.125 x 5.375 in. 206.375 x 136.525 mm	8.375 x 5.5 in. 213 x 139.7 mm	6.8 x 4.625 in. 173 x 117.5 mm
Full Page	8.125 x 10.875 in. 206.375 x 276.225 mm	8.375 x 11.125 in. 213 x 283 mm	6.8 x 10 in. 173 x 254 mm
1/3 Page Vertical	2.75 x 10.875 in. 71.691 x 276.225 mm	2.875 x 11.125 in. 73 x 283 mm	2.125 x 9.6 in. 54 x 243 mm
1/3 Page Square	4.5 x 4.625 in. 114.3 x 117.5 mm		
1/4 Page Vertical	3.33 x 4.625 in. 84.6 x 117.5 mm		
1/6 Page Vertical	2.125 x 4.375 in. 54 x 111 mm		

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.**
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.

Note: Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

4-COLOR ADS: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- **Yellow** – 100 process yellow

TECHNICAL SPECIFICATIONS: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

BLEED ADS: Keep all text, logos, and important graphics to a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed.

Non-Bleed ADS: Please set up the file to the "Live" specs. If your ad has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

PDF PRESETS FOR JOBSITE

FILE: The SPE Publications jobsite file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this jobsite file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and events materials. Available for download at www.spe.org/sales/publications.

Please offset crop marks, color bars, and registration marks so they are outside the bleed.

NON-BLEED ADS: Please set up the file to the "Live" specs. If your ad has a white background, please add a hairline rule (0.5 pt) around the ad (the size of the "Live" specs).

PDF PRESETS FOR JOBSITE

FILE: The SPE Publications jobsite file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this jobsite file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and events materials. Available for download at www.spe.org/sales/publications.

Show Print Pieces Specs

2015 SPE Annual Technical Conference and Exhibition (ISATCE)
28-30 September 2015 • Houston, TX USA

ADVERTISING SPECIFICATIONS

Conference Proceedings Advertising
PREVIEW MATERIALS DEADLINE: 20 May 2015

MECHANICAL SPECS FOR CONFERENCE PREVIEW ADS

TRIM SIZE: (set document to trim size)
8.125 x 10.875 in. / 206.375 x 276.225 mm

Live Area: All type, images, and other critical information must be a minimum of .25 in. / 6.5 mm inside the trim on all sides.

Ad specs are for perfect binding or saddle-stitched.

Size	Trim	Bleed	Live (No-Bleed)
Full Page	8.125 x 10.875 in. 206.375 x 276.225 mm	8.375 x 11.125 in. 213 x 283 mm	6.8 x 10 in. 173 x 254 mm
1/2 Page Horizontal	8.125 x 5.375 in. 206.375 x 136.525 mm	8.375 x 5.5 in. 213 x 139.7 mm	6.8 x 4.625 in. 173 x 117.5 mm
1/2 Page Vertical	4.5 x 9.6 in. 114.3 x 243 mm		

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK with all additional colors eliminated from the files.

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.**
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.

Note: Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- **Yellow** – 100 process yellow

TECHNICAL SPECIFICATIONS: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.

Bleed Ads: Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Please offset crop marks, color bars, and registration marks so they are outside the bleed.

Non-Bleed Ads: Please set up the file to the "Live" specs. If your ad has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

PDF Presets for jobsite file

The SPE Publications jobsite file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this jobsite file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and meetings materials. Available upon request at PrintPublishing@spe.org.

NOTE: All ads will be kept for one year only.

SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: SPE.sendmyad.com

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

For all inquiries about the ad portal, email PrintPublishing@spe.org. Please include advertiser and publication name in the subject of the email.

FAQS

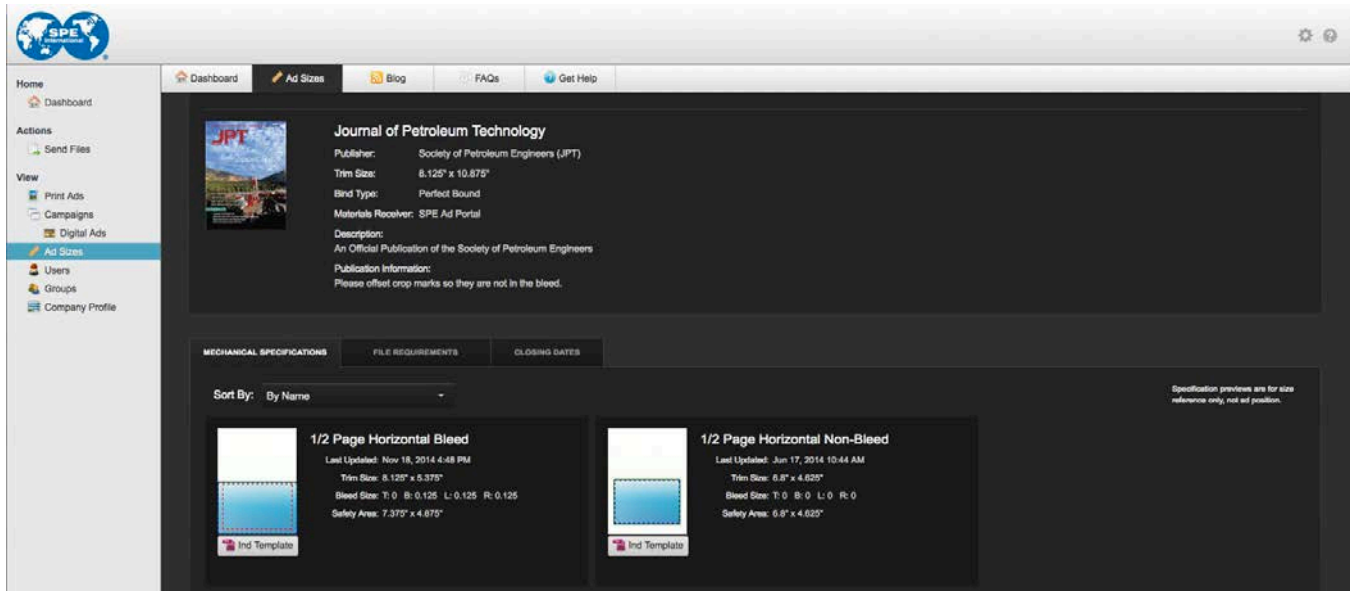
InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request.

Please contact PrintPublishing@spe.org for all print advertising technical production questions.

Reviewing the File Requirements

Templates

InDesign templates of all of the ad sizes are available to download for each of the SPE publications and events listed on the ad portal.



PDF Preset

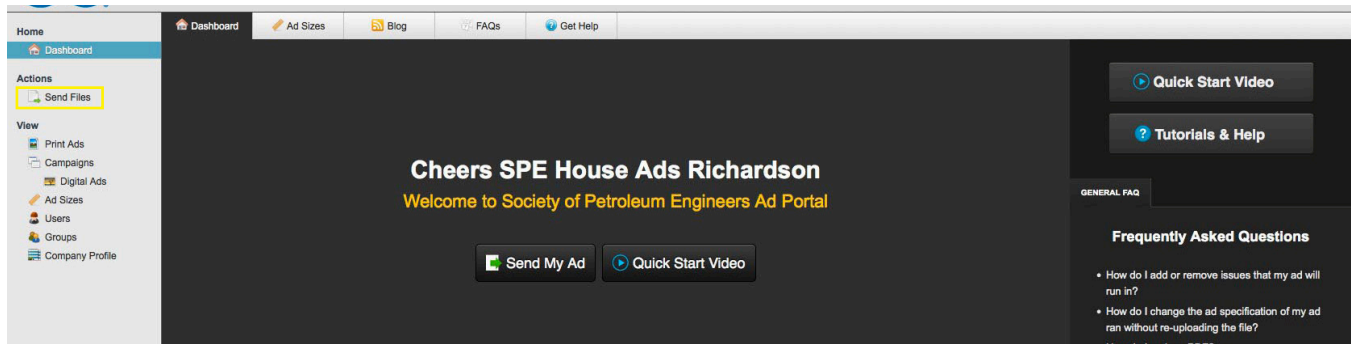
A PDF Preset download is available on the SPE Sales website at www.spe.org/sales/publications.

This download contains a PDF preset file and a .joboptions file. Using these files will produce an Adobe PDF suitable for submission to all SPE publications and events. Also included with the files is a guide to installing these files on your computer (PC and MAC). It also illustrates how to use these settings in a variety of programs, such as Adobe InDesign, Illustrator, and Photoshop.

Uploading a Print Ad

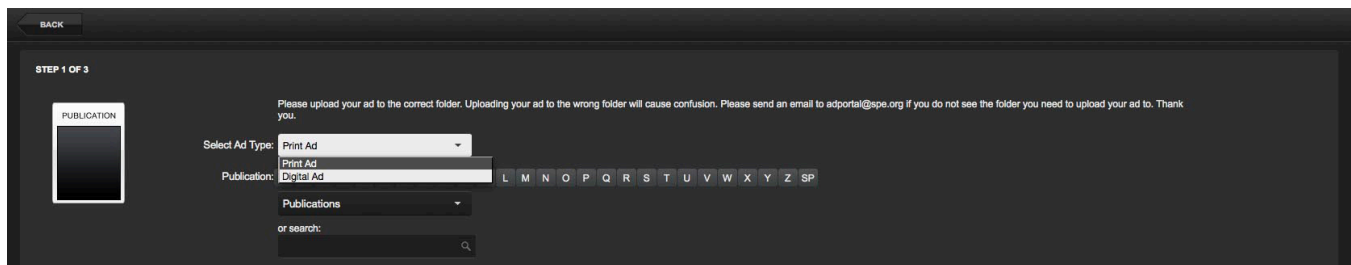
Step 1

Select "Send My Ad" from the left hand menu bar.



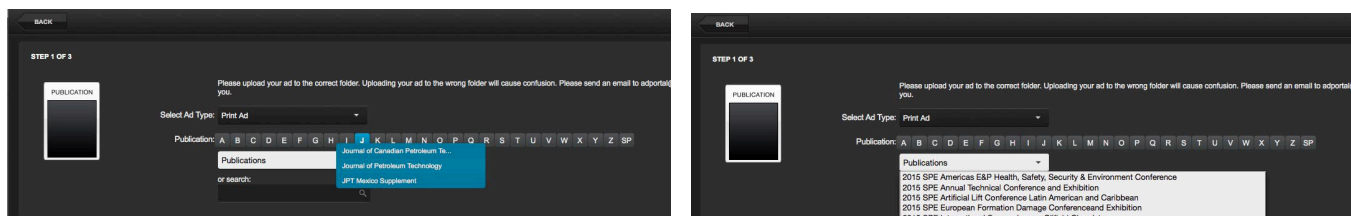
Step 2

Select "print" as the type of ad you are uploading.

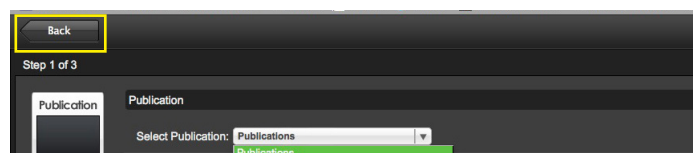


Step 3

Select the publication by selecting the first letter of the event or publication or from the drop down menu.



NOTE: Be sure to use the "Back" button within the Ad Portal. Using your web browser's "Back" button will erase previously entered data.




Uploading a Print Ad

Step 4

Enter in all required information about the Ad in the form fields.

STEP 2 OF 3

Ad Spec



Publication Information
Please offset crop marks so they are not in the bleed.

Ad Information

[View File Requirements](#)

Advertiser:

Ad Headline:

Ad Size:

Ad Color:

Sales Rep:

Issues:

Contact Information
Please confirm the information we have listed for your ad contact.


SPE House Ads Richardson
SPE House Ads
Email: design@spe.org
Phone: 975.962.9361

[Edit Contact](#) [Change Contact](#)

NOTES: 1) The "Sales Rep" field is optional. 2) You may also select more than one issue if applicable to your advertisement.

After all information is entered, the page should look similar to this.

STEP 2 OF 3


Preview is for size reference, not ad position.

Publication Information
Please offset crop marks so they are not in the bleed.

Ad Information

[View File Requirements](#)

Advertiser:

Ad Headline:

Ad Size:

Ad Color:

Sales Rep:

Issues:

[Remove](#)

Contact Information
Please confirm the information we have listed for your ad contact.

SPE House Ads Richardson
SPE House Ads
Email: design@spe.org
Phone: 975.962.9361

[Edit Contact](#) [Change Contact](#)

Additional Instructions
Ad instructions are not contractually binding. Limit: 255 characters

[Choose Files](#)

Uploading a Print Ad

Step 5

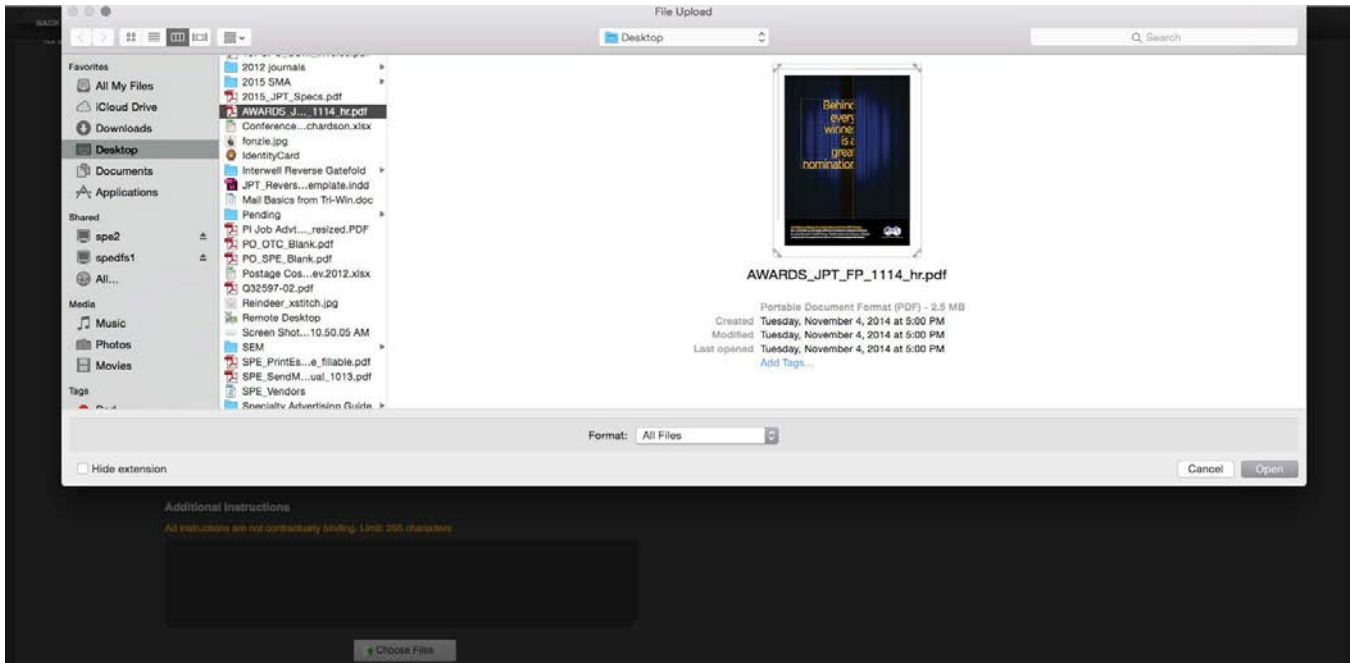
Click on the "Choose File" button. The box shown below will open. You may either drag and drop the file or browse for the file on your desktop.



NOTES: We only accept single-page PDF files unless you are uploading a double-page spread, which can be uploaded as one spread or two separate pages.

Step 6

If you choose to upload via the "Browse for File" button. First click on the button then navigate to the location of the ad. Click "Open" once the file is selected.



Uploading a Print Ad

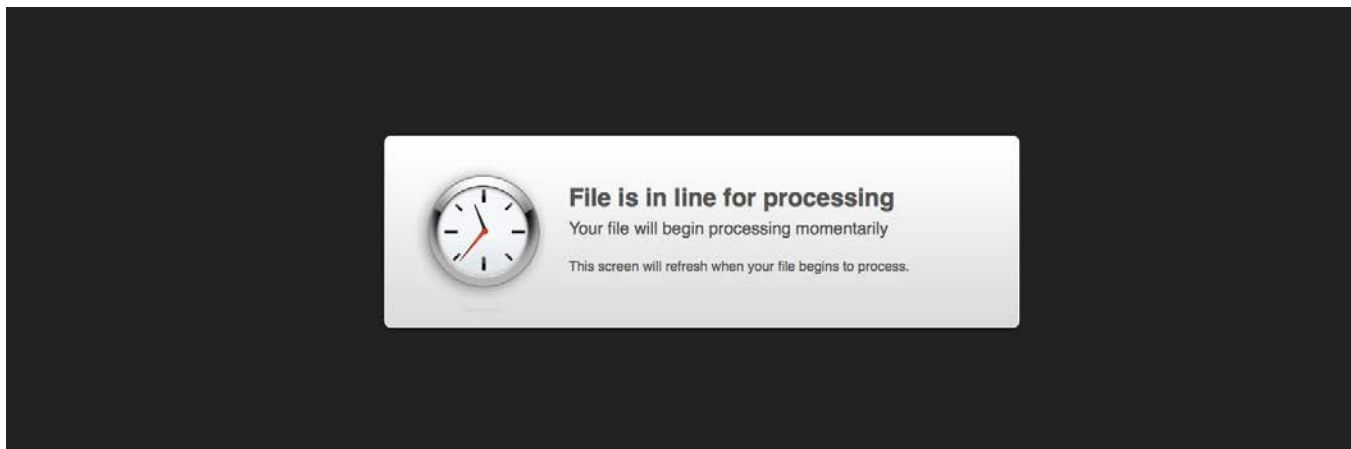
Step 7

Make sure the correct file is listed on the upload screen and click on the “Upload” button.



NOTES: Please make sure there are no special characters (&, #, etc) in the file name.

After the ad is uploaded, the Ad Portal preflights the ad to ensure it meets the publications specifications. This may take a few minutes.



NOTE: If you receive a delayed processing or “timed out” message, please refer to the FAQ section for more information on how to resolve the issue.

Approving a Print Ad

Once the ad is preflighted, you will see a screen similar to the image below.



1. Approve Ad

Approve the ad to run in the selected issue of the publication.

2. Reject Ad

Reject the ad currently uploaded. You will be able to upload a revised ad or change the Ad Specifications.

3. Reposition Ad

Alter the position of the ad on the screen.

4. Auto Center

Allow the Ad Portal to center the ad within the Ad Specifications.

5. Revise Ad

Upload a new ad or change the Ad Specifications.

6. Send to Other Pubs

Send the same ad to another SPE publication.

7. Print Report

View and print the detailed Digital Ad report.

8. Warnings

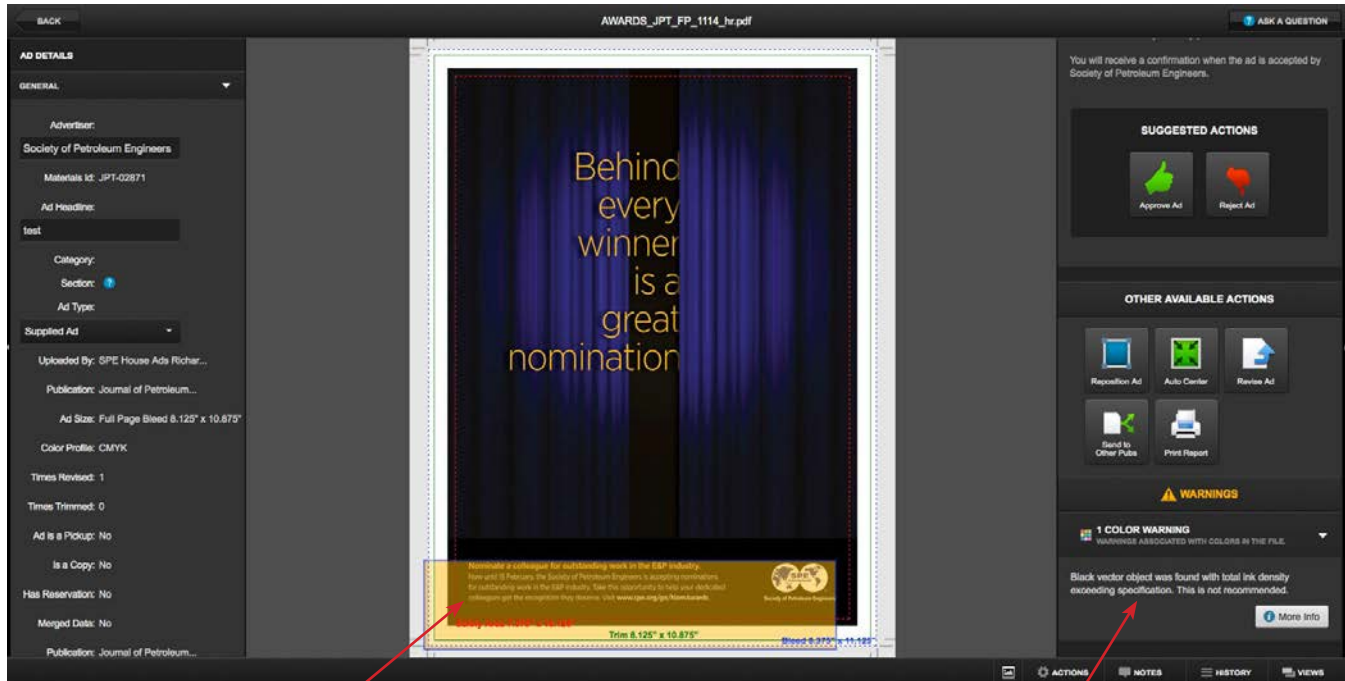
List of reasons why an ad may not print optimally.

NOTE: Ads with warnings can still be approved to print. More information on warnings can be found in the FAQ section.

Approving a Print Ad

Warnings

After an ad is preflighted, there may be a list of warnings.

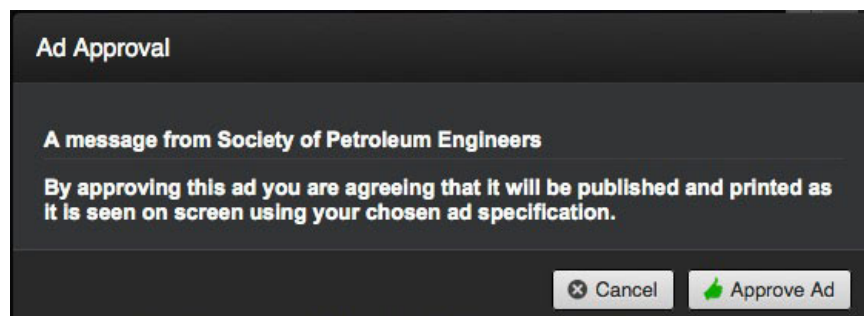


The area that flagged the warning is highlighted.

List of warnings and detailed explanations.

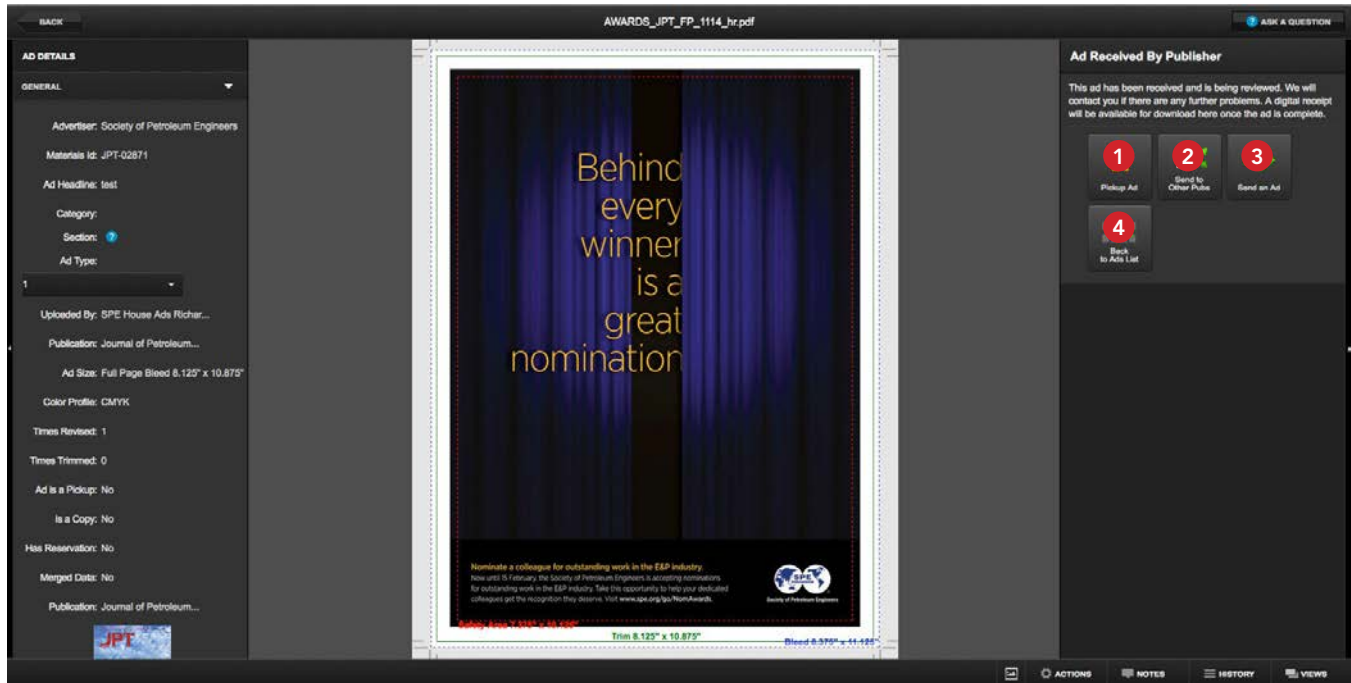
There are many reasons an ad may have a warning(s) (ie: low-resolution images, color saturation, etc). By hovering over the warning list, the affected area of the ad will be highlighted as shown in the above image. Whatever the warning(s), the ad does not entirely meet the specifications, but will still be able to print.

An ad may be approved to print with warnings. However, the advertiser must agree that it will be published and printed as it is seen on screen.



Finalizing a Print Ad

Once the advertiser approves the ad, you will see a screen similar to the image below.



1. Pickup Ad

Repeat the ad in another issue of the same publication.

2. Send to Other Pubs

Submit approved ad to other SPE publications.

3. Send an Ad

Submit a new ad to the Ad Portal.

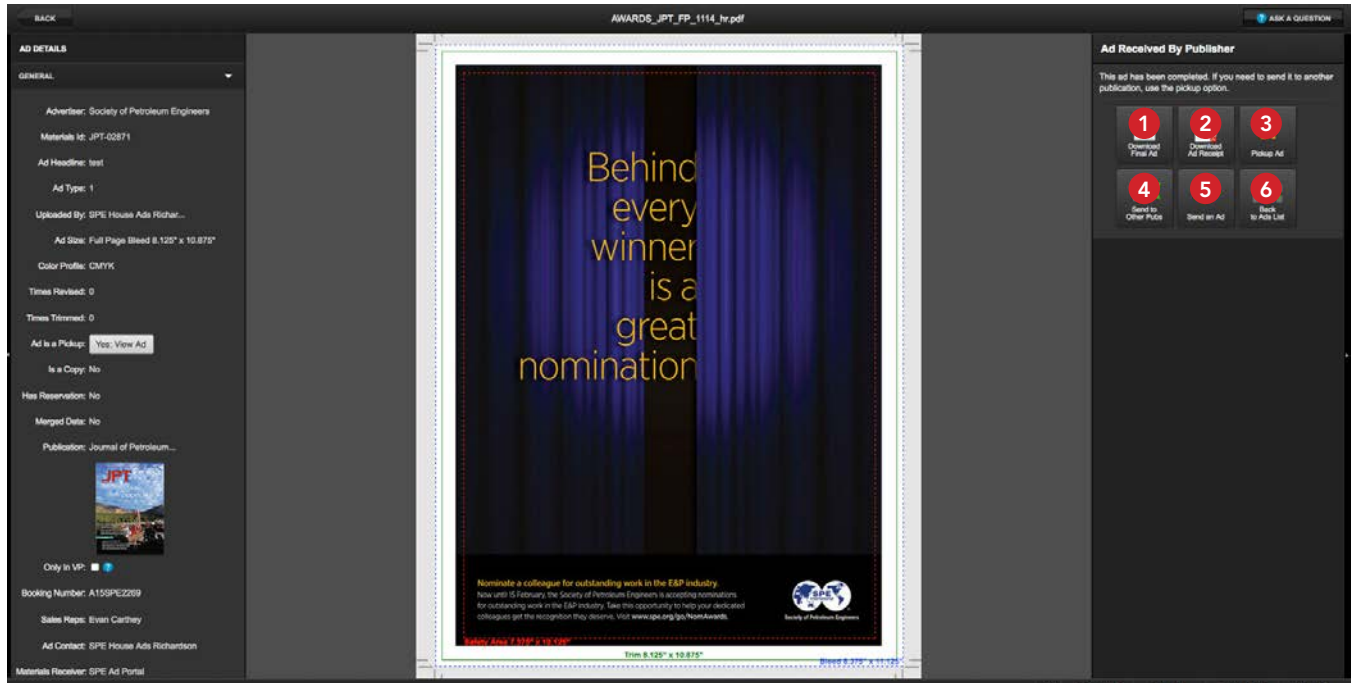
4. Back to Ads List

Return to the listing of all ads submitted via the Ad Portal.

All of the ad details are listed on the left hand side of the ad. You can quickly to check if this ad is a pickup from another issue, how many times the ad has been revised, in which publication and issue it will run, etc.

Finalizing a Print Ad

Once the ad is approved by the SPE Print Publishing team, you will see a screen similar to the image below.



1. Download Final Ad

Download a copy of the finalized ad approved to run in the issue.

2. Download Ad Receipt

Download a PDF listing all of the details of the ad. More details on page 18.

3. Pickup Ad

Repeat the ad in another issue of the same publication.

4. Send to Other Publication

Submit the approved ad to another SPE publication/event.

5. Send an Ad

Submit a new ad to the Ad Portal.

6. Back to Ads List

Return to the listing of all ads submitted to the SPE Ad Portal.

Examining the Print Ad Stages


There are five stages that indicate the ad's status. Shown below are examples of each stage.




SPE House Ads
Publication: Journal of Petroleum Te...
Size: 8.125" x 10.875"
Created: Dec 24, 2013 11:53 AM
Revised: 0
Status:  Materials Requested

Materials Requested


At this stage, the ad is pending your approval. You must click on "Approve Ad" for the ad to be delivered to SPE. SPE will be notified once you approve the ad (see [Approving an Ad](#)).




Society of Petroleum...
Publication: Journal of Petroleum Te...
Size: 4.5" x 9.6"
Created: Today 4:44 PM
Revised: 0
Status:  Advertiser Approval

Advertiser Approval

At this stage, the ad is pending your approval. You must click on "Approve Ad" for the ad to be delivered to SPE. SPE will be notified once you approve the ad (see [Approving an Ad](#)).





Society of Petroleum...
Publication: Journal of Petroleum Te...
Size: 8.125" x 10.875"
Created: Today 4:15 PM
Revised: 1
Status:  Publisher Approval

At Publisher

After you approve the ad, it is sent to the SPE Print Publishing team for final approval. Once the ad receives final approval, you will receive an email notification that the ad is approved.


NOTES: Ads approved from 08:00–16:00, Monday–Friday. Any ads uploaded outside of these times will be approved the following business day.




Society of Petroleum...
Publication: Journal of Petroleum Te...
Size: 4.5" x 9.6"
Created: Today 4:44 PM
Revised: 0
Status:  Rejected

Rejected

In this stage, there is a problem with the ad. Ads can be rejected by you or SPE. There are multiple ways to send in a revised ad (see [Troubleshooting](#)).



SPE House Ads
Publication: Journal of Petroleum Te...
Size: 4.5" x 4.625"
Created: Feb 21, 2014 11:45 AM
Revised: 0
Status:  Completed

Completed

At this stage, the ad is approved to print and is available for future pickups in SPE publications (see [Finalizing an Ad](#)).

Viewing the Digital Ad Receipt

You can download a PDF of the Digital Ad Receipt to keep for your records. It will list all of the details for the ad listing including size, color, and publication information. The images below are a sample of a digital ad receipt.



[View Ad In Society of Petroleum Engineers Ad Portal Site](#)

General Ad Information

Materials ID:	JPT-02871
Material Code:	JPT
Revision:	1
Advertiser Number:	
Advertiser:	Society of Petroleum Engineers
Uploaded By:	SPE House Ads Richardson - SPE
Date Uploaded:	Feb 9, 2015 4:15 pm
Product:	
Ad Headline:	test
Position Tags:	
Ad Category:	
Ad Type:	Supplied Ad
ProcessId:	19201515552854265
Ad Has Warnings:	No
Folio Number:	0
Trim Size:	8.125" x 10.875" 206.375mm x 276.225mm
Crop Size:	9.04167" x 11.79167" 206.375mm x 276.225mm
Bleed Size:	8.375" x 11.125" 212.725mm x 282.575mm
Media Size:	9.04167" x 11.79167" 229.6583mm x 299.5083mm

Job Information

Booking Number:	A15SPE148
Publisher:	Society of Petroleum Engineers
Publication:	Journal of Petroleum Technology
Ad Instructions:	
Short Description:	
Other Information:	
Ad Sender Company:	SPE House Ads
Approval Type:	Approved with warnings
Ad Specification:	Full Page Bleed 8.125" x 10.875" Trim Size: 8.125" x 10.875"
Ad Specification (mm):	Full Page Bleed 206.375mm x 276.225mm Trim Size: 206.375mm x 276.225mm
Ad Specification Code:	FPB
Color Profile:	CMYK

Proof Type:

Issues

July 2015	Materials Due Date: Jun 10, 2015 10:00 PM Run date: Jun 10, 2015 10:00 PM
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File Properties

File Name:	AWARDS_JPT_FP_1114_hr.pdf
File Size:	2.3 MB
Rotation:	0
PDF Version:	1.3
Times Trimmed:	0
Ad Is Pickup:	No
Ad Is A Copy:	No
Split Ad:	No

Sender Information

Sender Full Name:	SPE House Ads Richardson
Email:	design@spe.org
Phone:	975.952.9361
Company Name:	SPE House Ads
Company Address:	222 Palisades Creek Dr Richardson TX 75080
Company Code:	SPE
Company Phone:	
Company Fax:	

Revision Information

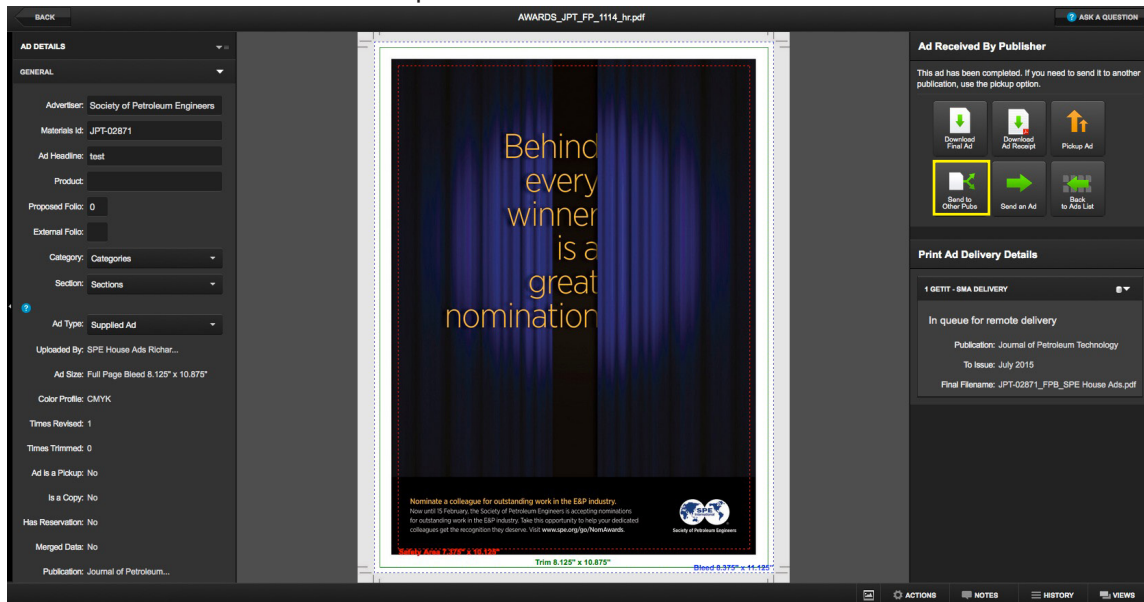
Feb 9, 2015 4:11 PM	New Ad revisioned By: SPE House Ads Richardson Filename: AWARDS_JPT_FP_1114_hr.pdf Reason: Tags: contentChange
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Sending to Another Publication

If an ad is scheduled to run in more than one publication, there are four steps to take to send the ad to another publication. Please check the advertising specifications for the new publication/event before sending the ad.

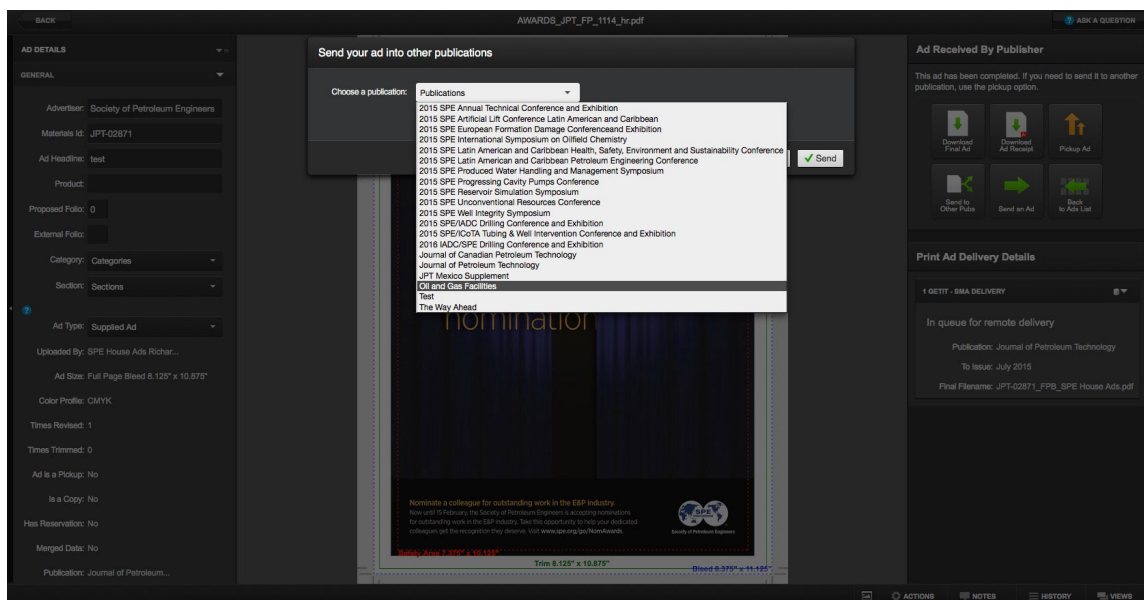
Step 1

Click the “Send to other pubs” button.



Step 2

Select the publication from the drop down menu.



NOTE: One one publication may be selected at a time. However, multiple issues of the same publication may be selected at the same time (i.e. February, April and June issue of OGF may be selected at the same time)

Sending to Another Publication

Step 3

Choose which issue (ie: June 2015) and click the “Send” button.

The screenshot shows a web form titled "Send your ad into other publications". At the top, there is a dropdown menu labeled "Choose a publication:" with "Oil and Gas Facilities" selected. Below this, the selected publication "Oil and Gas Facilities" is displayed in a larger font, with a "Remove" button to its right. Underneath, a message states "A matching specification was found, do you wish to use it?" with a "Yes" dropdown. Further down, there are two more dropdowns: "Color Profiles:" set to "CMYK" and "Issues:" set to "June 2015". Below the "Issues:" dropdown is a button labeled "June 2015" and a "Remove" button. At the bottom right of the form are two buttons: "Cancel" and "Send".

Step 4

The ad will be preflighted ad to ensure it meets the new publications specifications. You may approve or reject the ad at this time.

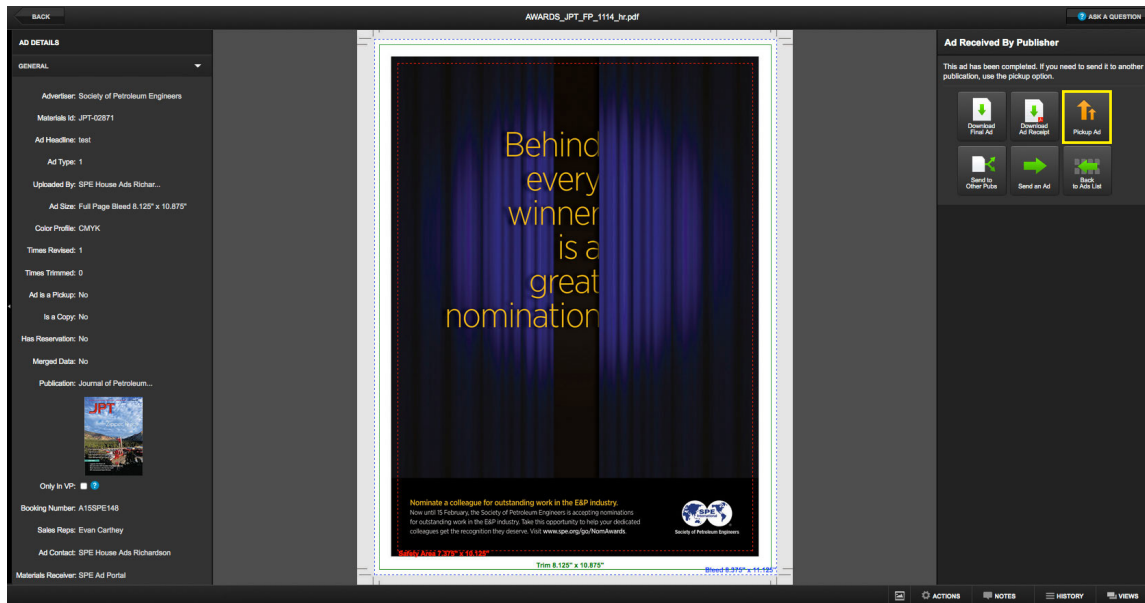
The screenshot displays a comprehensive ad review interface. On the left, a sidebar titled "AD DETAILS" contains various fields: Advertiser (Society of Petroleum Engineers), Materials Id (OGF-02871), Ad Headline (test), Product, Proposed Foto, External Foto, Category (Categories), Section (Sections), Ad Type (Supplied Ad), Upload By (SPE House Ads Richar...), Ad Size (Full Page Bleed 8.125" x 10.875"), Color Profile (CMYK), Times Revised (0), Times Trimmed (0), Ad is a Pickup (No), Is a Copy (Yes: View Ad), Has Reservation (No), Merged Date (No), and Publication (Oil and Gas Facilit...). The central area shows a preview of the advertisement, which features a dark blue background with vertical stripes and the text "Behind every winner is a great nomination". Below the preview, there is a small text block about nominating a colleague for the E&P industry. On the right, a panel titled "This Ad Has Warnings" indicates that approval is needed. It includes a "SUGGESTED ACTIONS" section with "Approve Ad" and "Reject Ad" buttons, and an "OTHER AVAILABLE ACTIONS" section with "Reposition Ad", "Auto Center", "Review Ad", "Send to Other Pub", and "Print Report" buttons. At the bottom of this panel, a "WARNINGS" section shows a "1 COLOR WARNING" about black vector objects and total ink density.

Picking up from a Previous Issue

If you want to run the same ad in another issue of the same publication, there are three steps to take to pickup/repeat the ad.

Step 1

Find the ad you want to repeat. Click the “Pickup Ad” button.



Picking up from a Previous Issue

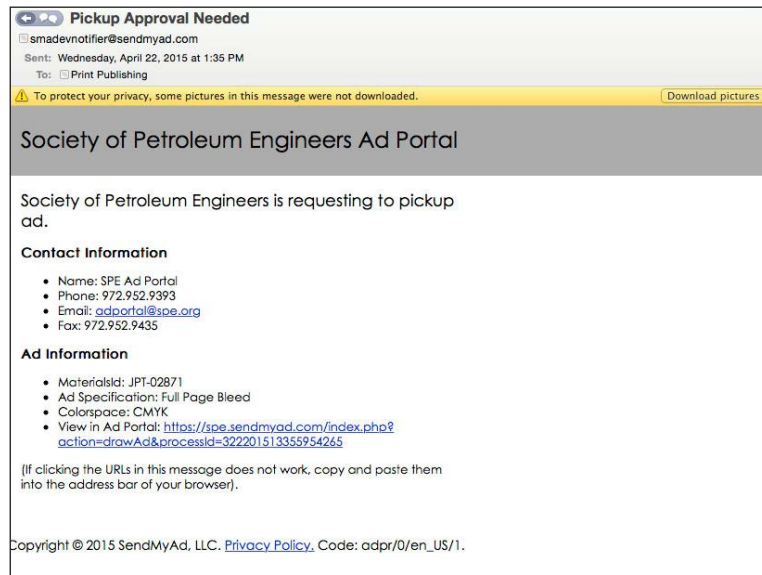
Step 2

Enter in the information listed below and click "Confirm Pickup".

- Publication
- Ad Size
- Ad Color
- Issues
- New Assignment User Email
You may choose to receive be notified of the pickup by email by selecting "notify by email" box.
- Additional Instructions (optional)

The screenshot shows a web interface for an "Ad Pickup Form". On the left, under "ORIGINAL AD INFORMATION", there is a thumbnail of an ad, the advertiser "Society of Petroleum Engineers", materials ID "JPT-02871", file name "AWARDS_JPT_FP_1114_hr.pdf", and other details like date uploaded and original ad size. The main area is titled "STEP 1: CHOOSE A NEW PUBLICATION" and asks "Which publication do you want this ad to go to?". It features dropdown menus for "Publication" (set to "Journal of Petroleum Technology"), "Ad Size" (set to "Full Page Bleed 8.125\" x 10.875\""), "Ad Color" (set to "CMYK"), and "Issues" (set to "Select Issue Name"). Below these is an "Assignment User" field set to "SPE House Ads Richardson | design@spe.org" and a "Notify by email?" checkbox. An "Additional Instructions" section has a text area and a note: "Ad instructions are not contractually binding. Limit: 255 characters". A "Confirm Pickup" button is at the bottom right.

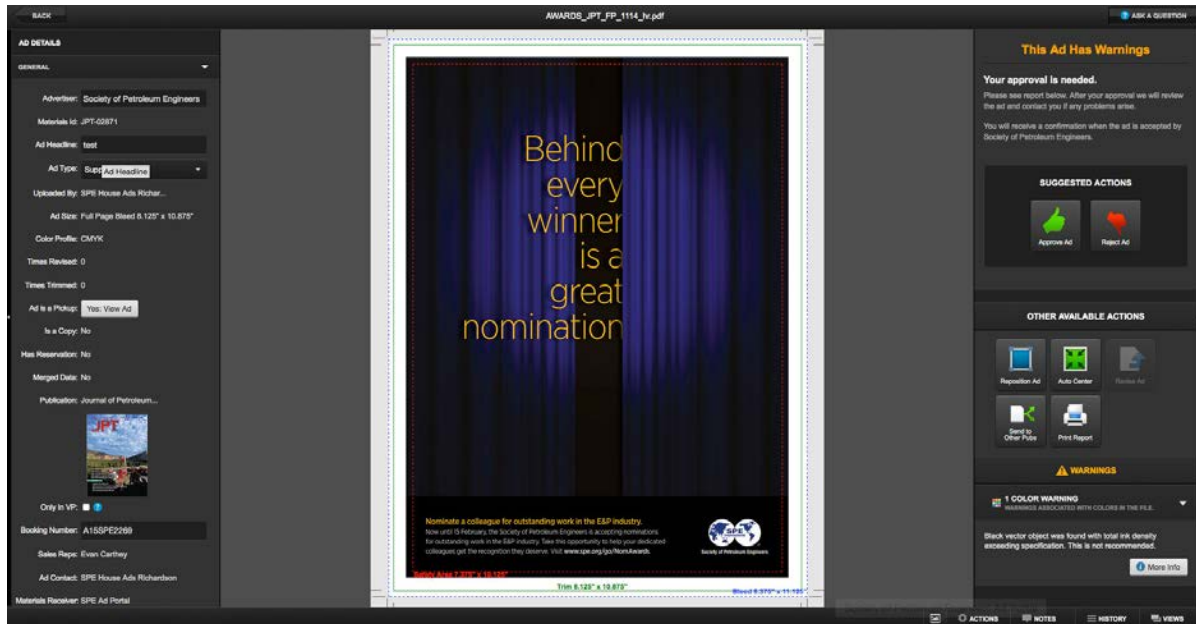
You will receive an email from SMA for a pickup request. Below is an example of the email.



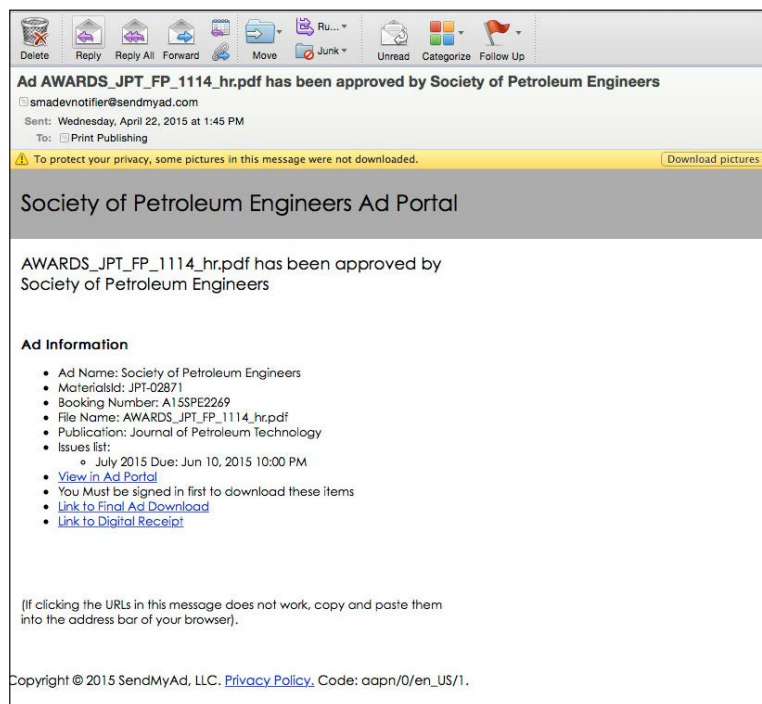
Picking up from a Previous Issue

Step 3

The ad will be preflighted ad to make sure it meets the current advertising specifications. Approve or reject the ad for the new issue.



When the ad is approved, you will receive an email showing the approval to run the ad in the new issue. Below is an example of the email.



Troubleshooting

A) Incorrect Ad Uploaded

If the incorrect ad is uploaded, there are four steps to take to resolve the issue.

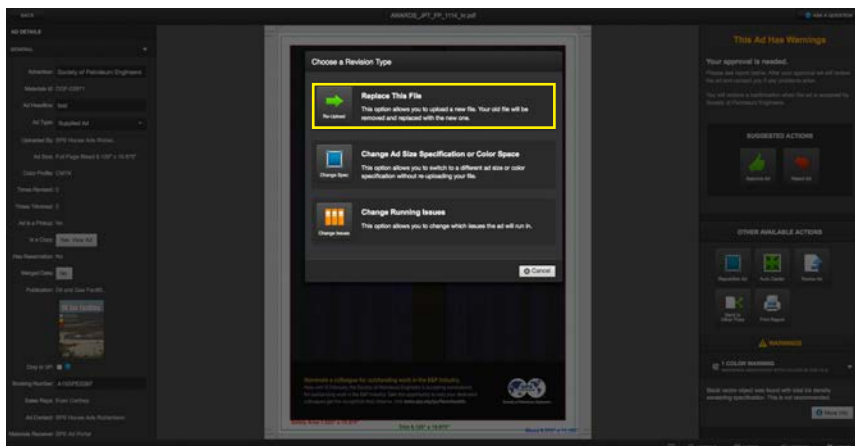
Step 1

Click the "Revise Ad" button.



Step 2

Choose the "Replace this File" option.

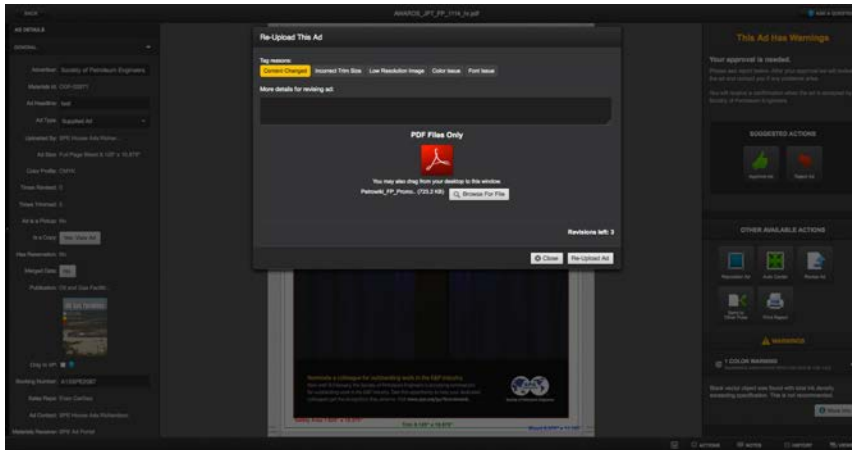


Troubleshooting

A) Incorrect Ad Uploaded (continued)

Step 3

Select a reason for uploading another file. Choose your revised ad file and click “Re-upload ad”.



Step 4

Review the results of the preflight process. Approve or reject the ad accordingly.



Troubleshooting

B) Incorrect Ad Size Selected

If the uploaded ad does not match the ad size selected, there are four steps to take to resolve the issue.

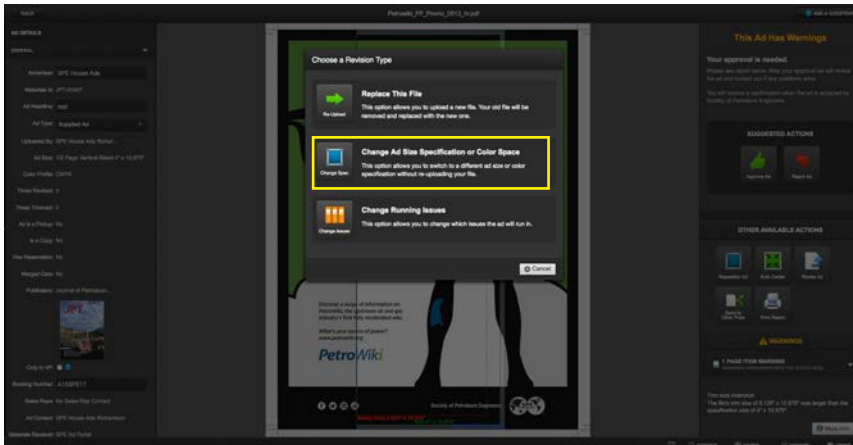
Step 1

Click the "Revise Ad" button.



Step 2

Choose the "Change Ad Specification" option.

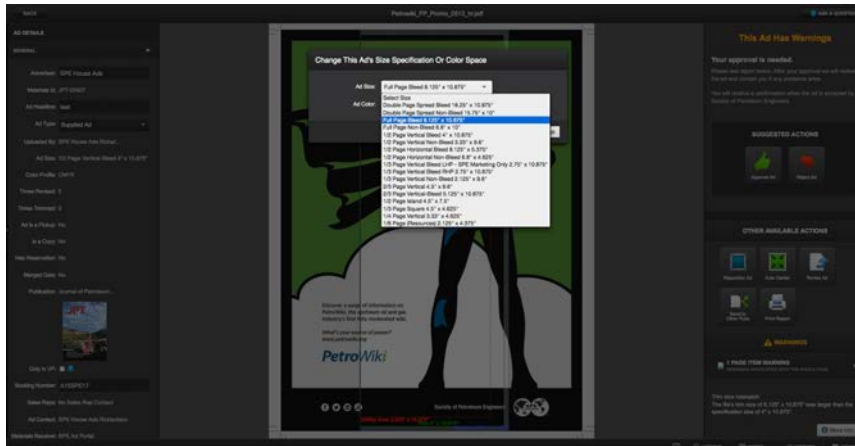


Troubleshooting

B) Incorrect Ad Size Selected (continued)

Step 3

Choose the correct ad size and color profile from the drop-down menus. Once selected, click on "Change Ad".



Step 4

Review the results of the preflight process. Approve or reject the ad accordingly.



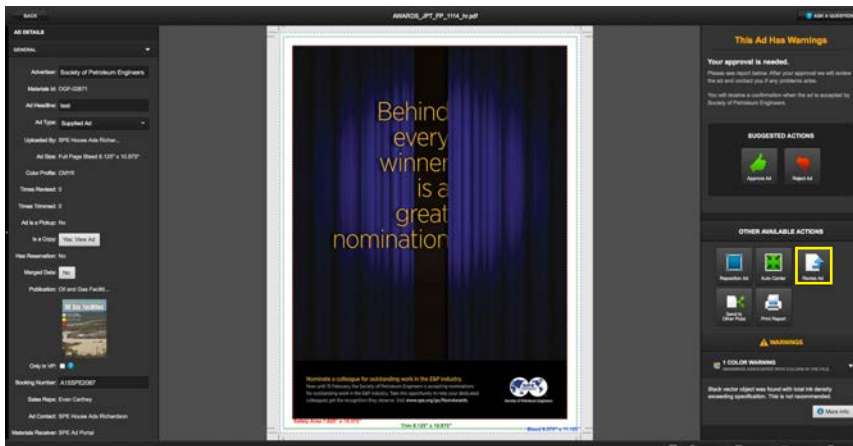
Troubleshooting

C) Change Running Issues

If the ad is uploaded into the incorrect issue, there are four steps to take to resolve the issue.

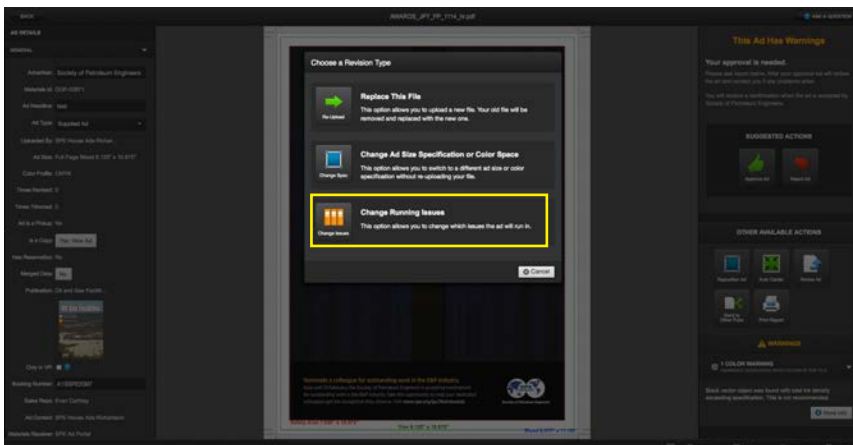
Step 1

Click the "Revise Ad" button.



Step 2

Choose the "Change Running Issues" option.

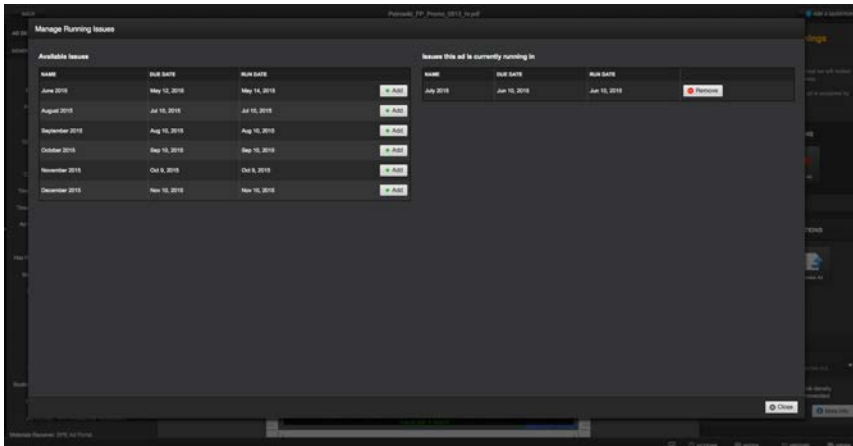


Troubleshooting

C) Change Running Issues (continued)

Step 3

Choose the additional issues the ad should run in from the list of available issues. Once finished, click the "Close" button.



Step 4

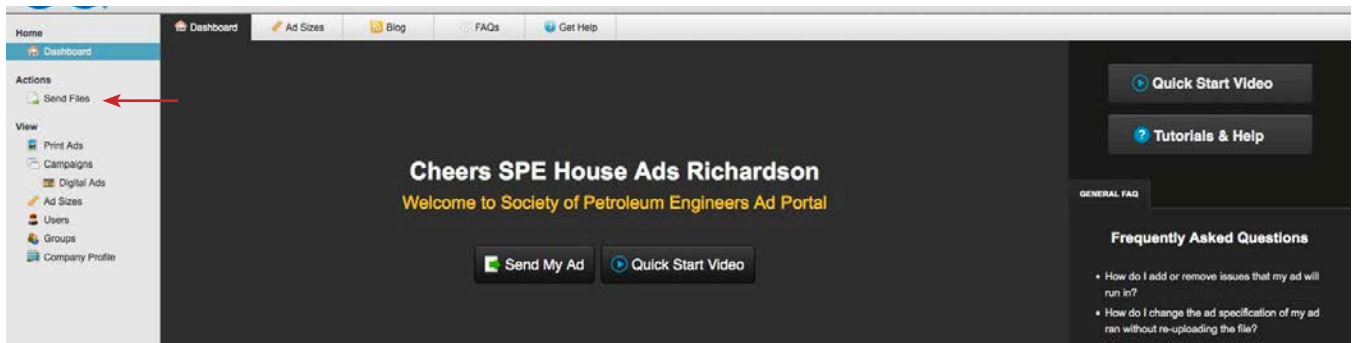
Review the results of the preflight process. Approve or reject the ad accordingly. The ad will be approved for all issues selected.



Uploading a Digital Ad (Image)

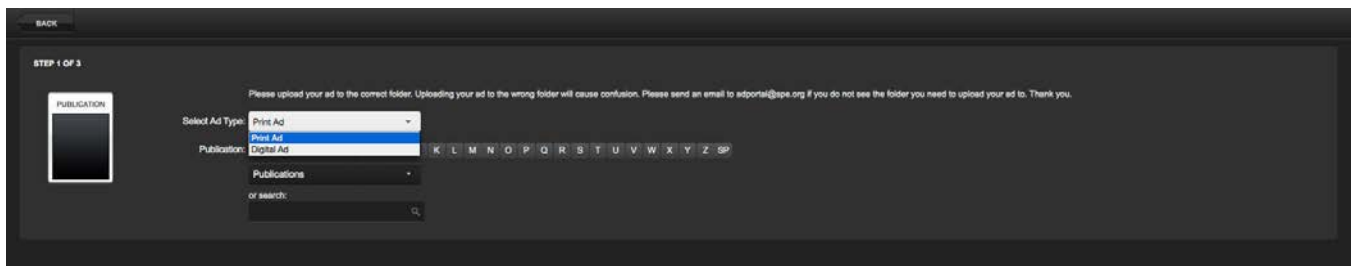
Step 1

Select "Send My Ad" from the left hand menu bar.



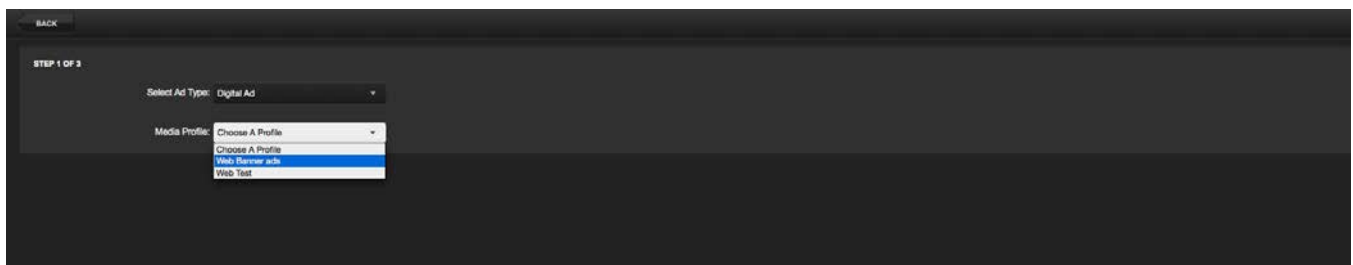
Step 2

Select "digital" as the type of ad you are uploading.



Step 3

Select "Web Banner Ads" from the Media Profile drop down menu.



NOTE: Be sure to use the "Back" button within the Ad Portal. Using your web browsers "Back" button will erase previously entered data.



Uploading a Digital Ad (Image)

Step 4

Enter all of the information (descriptions of each field are listed below) about the ad and click "Add Placement".

The screenshot shows a dark-themed web form for uploading a digital ad. At the top, there's a 'BACK' button and a progress indicator 'STEP 1 OF 3'. Below this, two dropdown menus are visible: 'Select Ad Type: Digital Ad' and 'Media Profile: Web Banner ads'. The main section is labeled 'STEP 2 OF 3' and contains a list of seven numbered fields (1-7) on the left, each with a corresponding input field on the right. The fields are: 1. Campaign (text input), 2. Advertiser (text input), 3. Alt Text (text input), 4. Product (text input), 5. Product URL (text input), 6. Publication (dropdown menu), and 7. Choose a Placement (dropdown menu). At the bottom right of the form is a green button labeled 'Add Placement'.

1. Campaign

Name of the campaign the uploaded ad will be associated with.

2. Advertiser

Name of company whose ad is running.

3. Alt Text (optional)

HTML attribute that provides alternative text when non-textual elements, typically images, cannot be displayed.

4. Product (optional)

Name of product highlighted in ad.

5. Product URL

URL of product to link the digital to.

6. Publication

List of Publications or Events in which the ad can run.

7. Choose a Placement

Image (.jpg & .gif) or Rich Media (flash)

Uploading a Digital Ad (Image)

Step 5

Enter all of the information (descriptions of each field are listed below) and click "Upload All Ads". The ad is prefighted to ensure it meets the web banner ad specifications.

The screenshot shows a two-step process for uploading a digital ad. Step 1 of 3 involves selecting the ad type and media profile. Step 2 of 3 involves entering campaign details. A modal window titled 'File Type: Image' is open, showing fields for Placement (1), Click URL (2), Ad Unit (3), Run Dates (4), Instructions (5), and a file upload section (6). The fields are numbered 1 through 6, corresponding to the numbered list below.

1. Placement

Page on website to place the ad (Homepage, Registration, etc)

2. Click URL

List the web address to link the web banner.

3. Ad Unit

Choose between OTC web banner and Web Banner. The sizes of these web banners are different. Please refer to the ad specifications to verify the size.

4. Run Dates

Start and Stop dates the ad should run.

5. Instructions

List any additional instructions for this digital ad.

6. Choose File

Select your ad file from your computer.

Uploading a Digital Ad (Rich Media)

Step 1

Repeat steps 1–4 from Uploading a Digital Ad (.jpg or .gif) on page 30–31. For the “Choose a Placement” option, please select “Rich Media.”

Step 5

Enter all of the information (descriptions of each field are listed below) and click “Upload All Ads”. The ad is preflighted to ensure it meets the web banner ad specifications.

The screenshot shows a two-step process for uploading a digital ad. Step 1 of 3 involves selecting the ad type and media profile. Step 2 of 3 involves entering campaign details. A modal window titled "File Type: Rich Media" is open, showing fields for Placement, Click URL, Ad Unit, Run Dates, Instructions, and a file upload section. The fields are numbered 1 through 6, corresponding to the instructions provided below the screenshot.

1. Placement

Page on website to place the ad (Homepage, Registration, etc)

2. Click URL

List the web address to link the web banner.

3. Ad Unit

Choose between OTC web banner and Web Banner. The sizes of these web banners are different. Please refer to the ad specifications to verify the size.

4. Run Dates

Start and Stop dates the ad should run.

5. Instructions

List any additional instructions for this digital ad.

6. Choose File

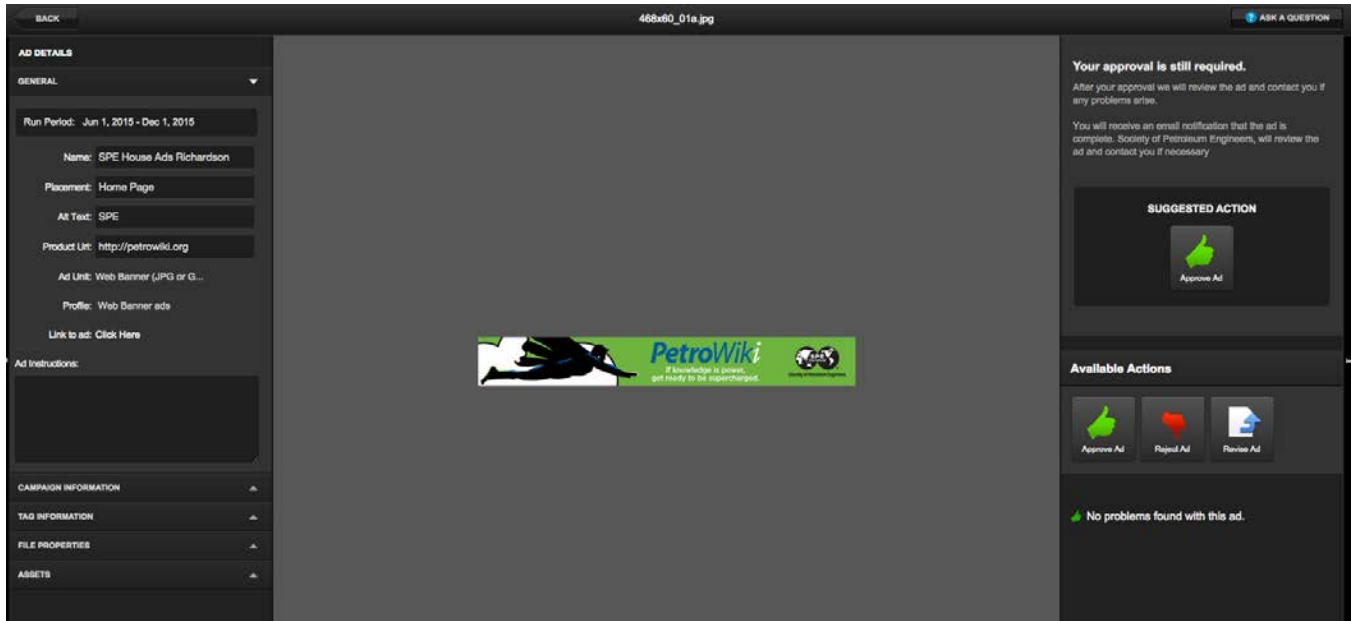
Select your ad file from your computer

Approving a Digital Ad

Step 1

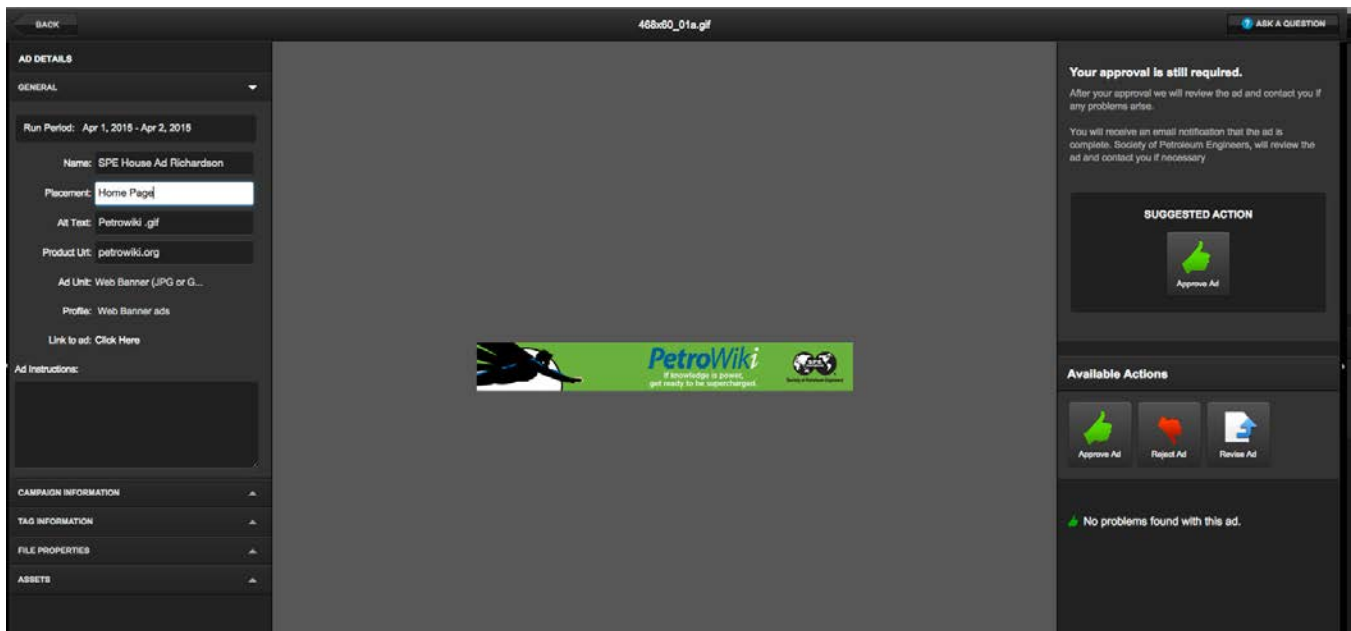
A) JPG ads

Approve, reject, or revise the ad according to the preflight results.



B) GIF ads

Approve, reject, or revise the ad according to the preflight results.



Approving a Digital Ad

C) Flash ads

Approve, reject, or revise the ad according to the preflight results.

The screenshot shows the PetroWiki ad management interface. The central area displays a preview of a flash ad with the PetroWiki logo and the tagline "If knowledge is power, get ready to be supercharged." The left sidebar contains a navigation menu with sections: AD DETAILS, GENERAL, CAMPAIGN INFORMATION, TAG INFORMATION, FILE PROPERTIES, and ASSETS. The right sidebar shows a "This Ad Has Warnings" section with a message: "Your approval is needed. Please see report below. After your approval we will review the ad and contact you if any problems arise. You will receive a confirmation when the ad is accepted by Society of Petroleum Engineers." Below this are "SUGGESTED ACTIONS" with buttons for "Approve Ad" and "Reject Ad". Further down are "Other Available Actions" with a "Revise Ad" button. At the bottom right, there is a "1 WARNING" section stating "ClickTags not detected in file" and a "Click Tag Link" with the URL "http://www.s3.org/1999/02/22-ietf-ietf-s3-ietf".

Step 2

Confirmation that ad is received by publisher. You may download the final ad, the ad receipt, view the tags of the ad, submit a new digital ad, or return to the digital ad list.

The screenshot shows the PetroWiki ad management interface after the ad has been received by the publisher. The central area displays a preview of the same flash ad. The left sidebar is identical to the previous screenshot. The right sidebar now shows a section titled "Ad Received By Publisher" with the message: "This ad has been completed. If you need to send it to another publication, use the pickup option." Below this are five buttons: "Download Final Ad", "Download Ad Receipt", "Send on Ad", "Back to Ads List", and "View TAGS".

Frequently Asked Questions

The Frequently Asked Questions (FAQ) section answers some of the most commonly asked questions the SPE production staff receives.

1. Consistent “Timed Out” screen prompting user to log in again.

This is usually due to a network configuration issue on the user’s end. Please verify with your IT department that your IP address is not being cycled through multiple different addresses. The users login session is tied to the IP address, so if the address changes while logged in the system believes that the user has logged out and a new user is attempting to login.

2. Why is there not a phone number to call for technical support?

SMA prefers to handle support requests through email if possible, as it allows technicians to work on multiple tickets and gives time to research the issue before responding to the user.

3. Why do I have “Server Error”, “Timed Out”, or delayed processing as advertisement status?

Please check the graphics in the advertisement. An abundance of complex vector elements will prevent the system from processing the file. Designers can either rasterize or flatten graphics to reduce the complexity of the file before resubmitting.

4. We had someone try to create a new account last week, but it said they’re email address was already being used. I looked under our customers and did not see the email listed.

It is likely the user created an account under a different publisher. If they already have an existing SendMyAd account under a different publisher, they can log-in with their existing username and password. There is no need to re-register. If they don’t remember their password, they should be able to reset it using the “I cannot access my account” link on the login screen.

5. What is a “DeviceN” color warning?

The DeviceN color space allows combinations of color channels for composite printing. Such color channel combinations include the widely known Pantone® Hexachrome™ six channel color system, or CMYK plus two spot colors, or Black plus one spot color. All PDFs for SPE publications or events should be only CMYK.

Frequently Asked Questions

6. Is there a way to have multiple users from the same company to have one account?

Technically, a company could use one log-in for multiple users. However, SPE does not recommend this. If a company would like to set up multiple users to monitor the same account, they need to create a "Group." A group allows for multiple to have access to the same ads. There is a guide for "Managing Groups" available on the ad portal in the Help section at www.sendmyadsupport.com/advertiser.