

OFFSHORE Middle East 2010 Advertising Space Agreement



**Qatar International Exhibition Centre, Doha, Qatar
12-14 October 2010**

I/we hereby apply for advertising space in the official OFFSHORE Middle East Pre-Show Guide.

Ad in final programme (material due 30 June 2010) Date: _____

Contact name: _____ Company Name: _____

Address: _____

City/State: _____ Zip/Postal Code: _____

Country: _____

Contact Telephone: _____ Contact Fax: _____

Contact Email: _____

Signature: _____ Date: _____

Colour advertising rates:

Full-Page	€ 1945
1/2 page	€ 1160
Full page spread	€ 3105
1/4 page	€ 1005

Printing and Production specifications:

Trim size (195mm x 255mm) . Allow (6mm) all round

1 page/full page			Double page spread		
Size	Width	Height	Size	width	height
Bleed:	198mm	258mm	Bleed:	396mm	258mm
Trim size:	195mm	255mm	Trim Size:	390mm	255mm
Type Area:	190mm	250mm	Type Area:	385mm	250mm
1/2 page Horizontal			1/2 Vertical		
Size	Width	Height	Size	Width	height
Trim size:	195mm	127mm	Trim size:	100mm	258mm
1/4 page Horizontal					
Size	Width	Height			
Trim size:	98mm	62mm			

Advertising requirements

(please check appropriate boxes)

- Full-page ad 4-c process
 Two-page spread 4-c process
 1/2 page 4-c process
 1/4 page 4-c process

- Cover position Inside front Inside back
 Back cover

Total Cost _____

Submission Requirements

PennWell Upload Site: see <http://digitalads.pennwell.com>

Upload Site Instructions - Files will need to be zipped prior to uploading. Select OFFSHORE Middle East Show Guide in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Files over 250 MB will need to be shipped on disk by courier.

Copy requirements

IMPORTANT: A hard copy colour-correct proof (chromalin or equivalent) should be supplied with all advertisements for colour matching purposes. Please note that if a colour proof is not supplied, PennWell cannot accept responsibility for variations in colour.

Files must be supplied in either of the following formats:

PDF (Preferred): With all crop marks included. Any images within the PDF should adhere to the rules below.

EPS: Must be flattened (no layers). Must not be JPEG encoded.

TIFF: No Alpha channels.

JPEG: Must not be progressive. NB: native JPEG format is acceptable but EPS with JPEG encoding is not.

The following application files are acceptable:

Illustrator, Photoshop, Indesign

IMPORTANT: all images must be CMYK (not RGB) and have a resolution of 300dpi. We cannot guarantee good quality reproduction if these formats are not adhered to. Colour images must not be supplied as EPS with JPEG encoding as these will print as greyscale. Fonts should be supplied as OpenType or Type 1 (screen and printer) fonts.

**Advertising material can also be sent to:
BUT DIGITAL UPLOAD IS PREFERRED METHOD**

Attention of:

PRODUCTION DEPARTMENT

PennWell Corporation
 Warlies Park House
 Horseshoe Hill
 Upshire, Essex
 EN9 3SR
 UK

Tel: +44 (0) 1992 656 600

Fax: + 44 (0) 1992 656 705

Return to OFFSHORE Middle East 2010

Date Received: _____ Amount Due: € _____ Customer: # _____

Accepted for CGE by: _____ Print Name: _____

