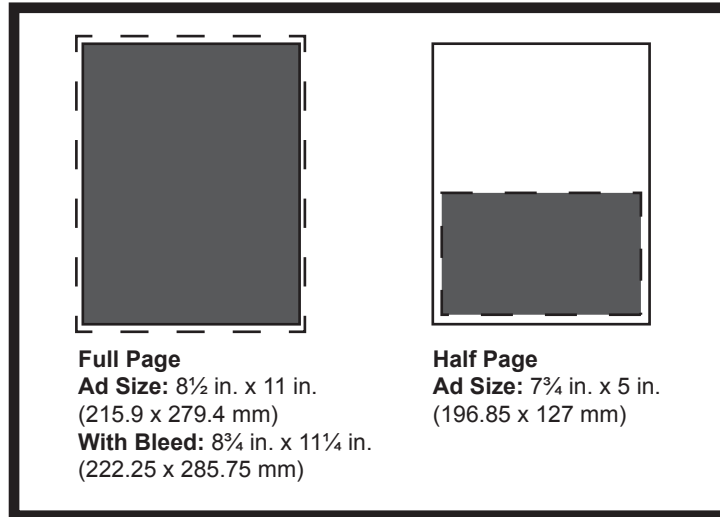


Advertising Requirements and Specifications



Publication Size:

The publication size/final trim size is **8.5" x 11"**. All body copy, headings and other text must be at least .5" inside the trim size on all sides. For best aesthetic results, this guideline should be followed on the half page ad as well.

Full Page Ads:

Full page advertisements should be submitted with a ¼ inch bleed area. Be sure to submit all fonts, logos and any other materials needed at the time of original file submission. Not doing so sets back production time greatly.

Half Page Ads:

Half page advertisements tentatively measure 7¾" x 5". Due to the nature of the conference notebook layouts, this may fluctuate as much as 5%. Be sure to submit high res art to allow for this. Also, all fonts, logos and other materials should be included.

File Specifications:

All ads are **required** in the following digital formats:

- High resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded)
- Quark Xpress files accompanied by collected artwork, scans, logo, and all fonts
- Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolutions
- Adobe Illustrator EPS files

All ads should be submitted in CMYK format. A PDF proof for ads is required.

Submission Guidelines:

You may submit files either by email to **rstarling@hartenergy.com** or by the FTP information below. Emails over 10MB will not be accepted. Please be sure to email your representative once file upload is complete so that we may correctly identify your information. Collected files should be uploaded as zipped archives.

FTP Site for Ads:

Host: ftp.hartenergy.com/

User ID: confpres

Password: confpres1

Directory: conferences/conference_notebook_ads

Physical Mailing:

FTP is the preferred method for file submission. However, in the instance that any materials must be sent physically, please forward any items to the following address:

Conference Advertising
 ATTN: (Conference Name/Company Name)
 1616 South Voss
 Suite 1000
 Houston, Texas 77057

NOTE: Materials mailed to HART Energy will not be returned unless a shipping label is submitted with the items. Please allow 4-6 weeks for return.

Please contact Roxanne Starling with any questions you may have.
 rstarling@hartenergy.com | +1.713.260.1072