# Table of Contents

Introducing SPE's Ad Portal ................................................................. 3
Creating an Account .......................................................................... 4–5
Viewing the Ad Portal Dashboard ...................................................... 6
Reviewing the File Requirements ...................................................... 7–8
  Advertising Specifications ................................................................. 7
  Templates .......................................................................................... 8
  PDF Preset (.joboptions file) .............................................................. 8

**PRINT ADVERTISEMENTS**

Uploading a Print Ad ........................................................................ 9–12
Approving a Print Ad ........................................................................ 13–14
  Approval Page Details .................................................................... 13
  Warnings .......................................................................................... 14
Finalizing a Print Ad ......................................................................... 15–16
  Approved by Advertiser .................................................................. 15
  Approved by SPE Print Publishing Team ......................................... 16
Examining the Ad Stages ................................................................. 17
Viewing the Digital Ad Receipt ...................................................... 18
Sending to Another Publication ...................................................... 19–20
Picking up from a Previous Issue .................................................. 21–23
Troubleshooting .............................................................................. 24–29
  Incorrect Ad Uploaded ................................................................... 24
  Incorrect Ad Size Selected .............................................................. 26
  Change Running Issues .................................................................. 28

**DIGITAL ADVERTISEMENTS**

Uploading a Digital Ad ..................................................................... 30–33
  Image (.jpg/.gif files) .................................................................... 30
  Rich Media (.flv/.swf files) .............................................................. 33
Approving a Digital Ad .................................................................... 34–35
Frequently Asked Questions (FAQ) ............................................... 36–37
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.

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 "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 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

Digital Art Requirements

- Unless specifically noted, all advertisements, registration ads, and event pieces are submitted in PDF, PDF/X, and EPS formats. EPS files must be built from process colors.
- File must be submitted as a PDF/X-1a file. EPS files are also acceptable.
- EPS files must be built in CMYK, plus press-accurate color proof.
- All files must include all art, support documents (Microsoft Word, Word Perfect, etc.) or PowerPoint files.
- EPS files must be built from process colors.
- EPS files will not be accepted for any additional colors eliminated from the file.
- EPS files must be submitted through the Ad Portal. Advertisers seeking to advertise through the Ad Portal must have the appropriate spead information on file. Ads are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint files.

Technical Specifications:

- Print: All ads have printed color, and registration marks for registration to all Society of Petroleum Engineers publications and meeting materials. Available upon request at SPE.sendmyad.com.
- A desk and desktops. All advertisements are submitted through the Ad Portal, SPE seeks to promote its publications and event pieces (previews, programs, etc.).
- Please offset crop marks, color bars, and registration marks so they are outside the bleed.

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%.

Show Print Pieces Specs

2015 SPE Annual Technical Conference and Exhibition (SPE-9820) • 28-30 September 2015 • Houston, TX USA

ADVERTISING SPECIFICATIONS

Conference Proceedings Advertising
PREVIEW MATERIALS DEADLINE: 20 May 2015

DIGITAL ART REQUIREMENTS

- Unless specifically noted, all advertisements should be submitted in PDF and EPS formats. EPS files with all fonts embedded are preferred.
- All files must be submitted as PDF/X-1a files. EPS files are also acceptable.
- EPS files must be built from process colors.
- All files must include all art, support documents (Microsoft Word, Word Perfect, etc.) or PowerPoint files.
- EPS files must be submitted through the Ad Portal. Advertisers seeking to advertise through the Ad Portal must have the appropriate spead information on file. Ads are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint files.

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- Please offset crop marks, color bars, and registration marks so they are outside the bleed.
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 browsers “Back” button will erase previously entered data.
Step 4
Enter in all required information about the Ad in the form fields.

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.
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.
Warning
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 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.

- **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).

- **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).

- **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.

- **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).

- **Completed**
  
  At this stage, the ad is approved to print and is available for future pickups in SPE publications (see Finalizing an Ad).
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.
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 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: Jane 2015) and click the “Send” button.

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.
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)

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

![Email Example]

Step 3
The ad will be preflighted 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.

NOTE: The number of revised ads an advertiser can upload is limited.
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”.

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)
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.

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.

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.
C) Flash ads
Approve, reject, or revise the ad according to the preflight results.

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.
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.