

## OFFICIAL PROGRAM

Space Deadline: 27 July • Materials Due: 12 August

Attract delegates to your display and tell your sales story with an ad in the SEG Official Program. Every delegate will be carrying the program throughout the SEG 90th Annual Meeting.

### Rates & Sizes:

<b>Covers:</b>		<b>Other Positions:</b>	
Inside Front.....	\$4,600	FRONT Section Tab Dividers*.....	\$4,100
Inside Back.....	\$4,600	BACK Section Tab Dividers*.....	\$3,600
Outside Back.....	\$4,600	HALF-PAGE Run of Publication.....	\$1,600
		FULL-PAGE Run of Publication.....	\$2,800
		TWO-PAGE SPREAD Run of Publication.....	\$5,100
<b>Faux Bellyband:</b>		*4 (front) and 4 (back) available	
4" x 7.5".....	Call for Quote		

2019 Official Program advertisers will be offered first refusal on their previously held positions until 29 May 2020. After that date, those positions will be offered on a first-come, first-served basis. When reserving advertising space, please state your first-choice position.

### Mechanical Information

Sizes (Full-page)	Dimensions (inches)
Full-Page Nonbleed.....	7.75 x 10.375
Full-Page Bleed.....	8.5 x 11.125
Full-Page Finished Trim.....	8.25 x 10.875
Half-Page.....	7 x 4.6875
2-Page Spread Nonbleed.....	16 x 10.375
2-Page Spread Bleed.....	16.75 x 11.125
2-Page Finished Trim.....	16.5 x 10.875



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## PRE-SHOW ANNUAL MEETING UPDATE EMAILS

Space Deadline: 15 July • Materials Due: 1 August

Reach Annual Meeting-Goers as excitement ramps up for SEG20! One update email will be sent each week for 7 weeks after the 24 August 2020 early bird deadline. Approximately 8,000 impressions per email.

**Banner Ads (650w x 94h pixels):**

Top Banner: 1x: \$200; 3x: \$540; 7x: \$1,120 Middle Banner: 1x: \$150; 3x: \$405; 7x: \$840 Lower Banner: 1x: \$120; 3x: \$324; 7x: \$700

**Native Content Ad (320w x 250h pixel image plus 50 words): 2 available per email**

1x: \$200; 3x: \$540; 7x: \$1,120

File types: JPG, GIF, PNG; RGB; 72ppi

## DAILY EVENTS EMAILS

Space Deadline: 12 September • Materials Due: 23 September

Delegates will receive a daily event email Sunday-Wednesday with a list of the most popular events of the day. There are three ads available in each email. Advertise your late-breaking news, event information, announcements, and more.

**Reserve your space TODAY! Limited to one top banner, one middle banner, and one lower banner per day.**

**Schedule: One email per day**

Sunday.....	11 October
Monday.....	12 October
Tuesday.....	13 October
Wednesday.....	14 October

**Rates:**

Top Banner:.....	\$1,200 per day
Middle & Lower Banners:.....	\$900 per day

File types & sizes: JPG, GIF, PNG; RGB; 72ppi; 650w x 94h pixels

Today's Events – Sunday, 11 October

**BANNER AD**

**Spotlight Events**

7:30 AM – 5:00 PM **Registration Opens**  
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12:00 PM **SEG Book Mart Opens**  
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8:00 AM – 5:00 PM **EAGE Course (EETS)**  
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8:30 AM – 5:00 PM **Preconference Workshop - Decision & Risk**  
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**BANNER AD**

**Coming Up Tomorrow**

8:30 AM – 5:00 PM **Preconference Workshop - Decision & Risk**  
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**BANNER AD**

## SHOW DAILY

**HART ENERGY** and the editors of E&P Magazine will be publishing the SEG show dailies for 2020. We will publish a preview issue that will be available at the icebreaker on Sunday evening and at the show Monday plus two editions with live coverage to be distributed Tuesday and Wednesday.

Contact [advertising@seg.org](mailto:advertising@seg.org), +1.918.497.5524 for rate information and specs.

### FOR ADVERTISING OPPORTUNITIES CONTACT:

Direct: +1.918.497.5524  
Email: [advertising@seg.org](mailto:advertising@seg.org)

### FOR EXHIBITION & SPONSORSHIP OPPORTUNITIES CONTACT:

Direct: +1.918.497.4606  
Email: [exhibits@seg.org](mailto:exhibits@seg.org)

[seg.org/advertise](http://seg.org/advertise)

