GEO ExPro Magazine: Foldout Guidelines

For the main foldout pages we require:

A single high-resolution seismic line (to cover 3 pages).
Dimensions: height about 150–170mm; width 580mm, but be aware that there is a 'gutter' area between 190mm–206mm from the left-hand edge of your graphic where we can't have any vital text or images – this is where the foldout runs through the spine of the magazine and where information can be lost-to-view or distorted.

For the longer (7-page foldout option): A single high-resolution seismic line (to cover 4 pages)
Dimensions: height still about 150–170mm; width 780mm, but be aware that the 'gutter' is in the centre of the image, so avoid putting vital text or images there.

Resolution
The seismic needs to be 200–300 dpi (ppi) at the 580mm width. Please do not greatly exceed these specifications as the file sizes and complexity increase exponentially with resolution and beyond these parameters no increase in perceived quality is achieved. Supply as TIFF, high-quality JPEG, PNG or PDF. While CMYK and greyscale colour-space files are preferable (we will convert them to this if they are not supplied as such), RGB files are acceptable too. PowerPoint files are less than optimal, and cannot be guaranteed to work. Do not 'slice' images if possible.

Complexity and Editability
To achieve the best printed results and ensure compliance with printing industry standards, it is inevitable that in many cases we will have to intervene and make technical adjustments to your supplied graphics. To facilitate this, please ensure graphics are not security-locked (PDFs) or constructed in such a way that individual elements cannot be extracted or amended. This is particularly important if composite raster/vector graphics files are supplied (e.g. vector graphic scales, legends, text, drawn lines etc. over the top of a raster seismic image). Where possible, construct these in separate layers. Supply linked raster files rather than embed them in the layout.

We edit vector files in Adobe Illustrator, so if the .AI file format is available, supply in this file format (save as CS6-compatible if using Creative Suite CC), or as editable PDFs. If you are in doubt, send us the individual components as separate files too. Use common fonts in text, and do not convert fonts to paths/outlines – it is our experience that wording is often amended and retaining editable text prevents full resupply of the graphic and/or difficult rework. Where possible, avoid using clipping paths to crop raster graphics (prepare sub-files accurately in Photoshop prior to placing).

Line annotated with the main interpreted horizons highlighted - ensure that the annotation or legend is clear at the scale at which it will be produced. Also annotate N and S or whatever directional points are needed for each end of the line. If you want a depth/time scale on the side, ensure it is big enough to be read at the scale of printing. A logo can also be incorporated into the line, but is best sent to us separately – drawn vector graphics logos are best (.ai or .eps) or any other high-resolution format.

A location map, with the line highlighted, possibly with geographical inset showing a more continental scale location, if needed. If possible, no hard-line border on maps and images.

Text on main foldout pages:

- Brief title and subtitle.
- Short (<200 words) explanatory text passage explaining the survey/process/ what can be seen on the main line. This can be up to 500 words for the 7-page format foldout).
- Caption for foldout image if needed.

Article Pages

A short article (~ 1,100 words) explaining in greater detail about the foldout area, significance, exploration history etc. A 'soft sell' approach is needed throughout. The text should also be split into several sections with interesting short subheadings (please - not 'Introduction' Conclusions' etc!). This is best sent as a word document.

2 or 3 images to illustrate the article - these can be photos, stratigraphic columns, detailed seismic, 3D image - whatever you think appropriate - high res, (min 300dpi). Please bear in mind that the majority of article illustrations in the magazine are a maximum of 15cm x 15cm (depending on orientation and shape) and therefore any text included on them must be legible when printed that size. Please send the images separately, not embedded in the word document, and if possible, not in a PowerPoint document, as removing images from other formats results in a reduction in resolution.

For the 7-page foldout, article up to 1,500 words, with 5 – 6 images. Specifications as above.

go to http://www.geoexpro.com/category/seismic-fold-outs for examples