



Convention Program – Specifications

This ad sheet applies for the first Chicon 7 Progress Report. A revised price list will be issued for subsequent Progress Reports and the Souvenir Book. A bundled discount of 20% will apply to all ad purchases of three or more ads spread out over any combination of progress reports and the souvenir books.

Size	Professional Rates*	Semi-Pro*	Fan Rates*
Full Page (7.5" x 10") B&W	\$600	\$300	\$150
Full Page (7.5" x 10") Color Inside covers or back cover placement	\$750	\$375	\$200
Half Page (7.5" x 4.75" or 3.5" x 10")	\$400	\$200	\$100
Quarter Page (7.5" x 2.25" or 3.5" x 4.75")	\$250	\$120	\$60
Eight Page (3.5" x 2.375")	\$150	\$60	\$30

Supported formats:

- Adobe PDF (Preferred)
High Resolution/Print Reader/Fonts Embedded
- Adobe InDesign CS
- High Resolution JPEG or TIFF
300 dpi at 100% of original artwork size

Non-Acceptable formats:

- Microsoft Word files
- Low resolution image files
JPEG, TIF, GIF, etc.

Ads do not bleed

Line screen: 150

Media:

CD-ROM, DVD, or USB drive.
Media will not be returned unless requested.

E-Mail Delivery

- Recommended that files are compressed in .zip format.
- The total for attached files in an e-mail can not be more than 7 MB in size
- E-mail to publications@chicon.org

Fonts

- Included screen & printer fonts are those used in eps files
- Always use real typeface. Do not use application to apply stiles (Bold, Italic, Outline, Shadow, Underline)
- Include all supporting files that are placed in the file

Color

Ads that are in color will need to be process color (CMYK). NO PMS COLORS WILL BE ACCEPTED. All other ads will be black and white (gray scale). Color ads are only available for full page placement on the inside covers or back cover.

DEADLINES

Ad copy must be received by the following dates, please reserve ad space early.

PR 2: August 18, 2011

PR 3: November 18, 2011 (Hotel information issue)

PR 4: March 15, 2012 (Hugo Ballot, Site Selection issue)

Souvenir Book: June 15, 2012

*Professional rates apply to commercial, for-profit organizations employing full-time staff.

Semi Pro rates apply to businesses run part-time, small press, publishers, charities, and other groups promoting WSFS's interests in literacy and science education.

Fan rates apply to conventions, clubs, fanzines, and non-profit organizations with no salaried staff.