



## Advertising with Renovation, the 69th Worldcon

The **Worldcon**, or **World Science Fiction Convention**, is the annual convention of the World Science Fiction Society (WSFS). The five day event has been held each year since 1939 with the exception of four years during World War II. Locations have included the United States, Canada, Australia, England, Scotland, Germany, Japan and The Netherlands. Science fiction and fantasy fans travel from all over the world to attend. In recent years, Worldcon has typically attracted between 3,000 and 6,000 attending members.

### Circulation

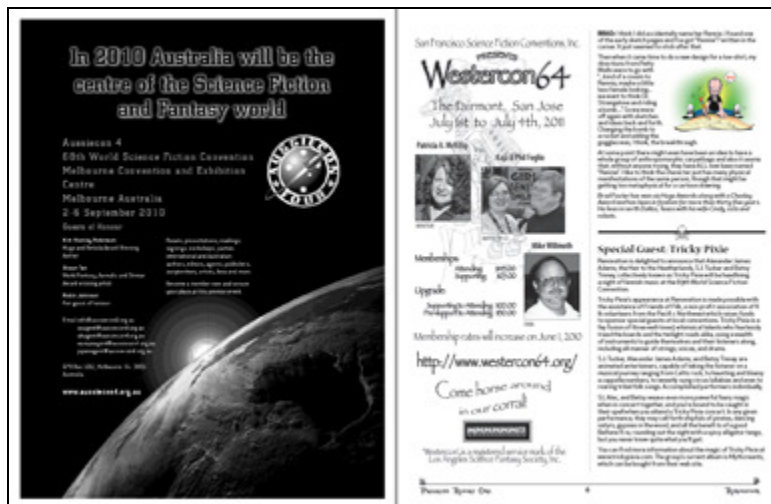
Renovation will have between 3,500 - 4,000 attending members, dealers, publishers, editors, artists, costumers, gamers and other genre enthusiasts. This is a great opportunity for advertisers to reach an audience of die hard science fiction and fantasy fans. The majority of attendees will be from the United States and Canada, with up to 10% coming from other countries.

In addition to at-con attendees, we will also be sending publications to members who will not be able to attend, but continue to support the convention. We will also have online copies of progress reports. This helps us to reach those who are not supporting or attending, but still want to stay informed.

Many fans collect progress reports and program books for their collection ensuring that ads will be seen repeatedly over the years.

### Questions

If anything in this document is unclear, please e-mail [publications@renovationsf.org](mailto:publications@renovationsf.org) with any questions and we will aim to get back to you within one (1) business day.



Sample pages from Progress Report #2



## Progress Reports

Progress reports feature a color cover and grayscale interiors. They will be available in print and on the website. The deadlines and rates are as follows.

### *Deadlines (tentative)*

Progress Report	Reserve by	Send Art by	Payment by	Publication
Three	Oct 1, 2010	Oct 15, 2010	Nov 15, 2010	Dec 2010
Four	Feb 1, 2011	Feb 15, 2011	Mar 15, 2011	Apr 2011

### *Rates (Grayscale except where stated)*

	Size (w x h)	Pro	Semi-Pro	Fan
<b>Full Page</b>	7.5" x 10"	\$600	\$300	\$150
<b>Half (Horizontal)</b>	7.5" x 5"	\$400	\$200	\$100
<b>Half (Vertical)</b>	3.75" x 10"	\$400	\$200	\$100
<b>Quarter (Vertical)</b>	3.75" x 5"	\$250	\$120	\$60
<b>Quarter (Horizontal)</b>	7.5" x 2.5"	\$250	\$120	\$60
<b>Eighth (Horizontal)</b>	10" x 1.875"	\$150	\$60	\$30
<b>Inside Cover (color only)</b>	7.5" x 10"	\$750	\$375	\$200
<b>Inside Back Cover (color only)</b>	7.5" x 10"	\$750	\$375	\$200
<b>Back Cover (color only)</b>	7.5" x 10"	\$750	\$375	\$200

### *Types of Advertisers*

**Pro** - The professional rate applies to all commercial, for-profit organizations employing full time staff.

**Semi-Pro** - The semi-pro rate applies to businesses run part-time by their owner, small press publishers, charities and other groups promoting WSFS' interests in literacy and science education.

**Fan** - The fan rate applies to all non-profit organizations with no salaried staff: fan-run conventions, clubs and fanzines.



## Souvenir Book

The Souvenir Book is a glossy, four-color publication that will reach a wide audience. It is traditionally the key Worldcon publication and is widely read and collected. The Souvenir Book typically features significant advertising content from professional, semi-professional and fan organizations.

We are able to offer advertising opportunities with a range of sizes from full page to quarter page and in color as well as black and white.

Submission dates and available sizes are detailed below. Pricing is expected to be available by the end of October 2010.

### ***Deadlines (tentative)***

	<b>Reserve by</b>	<b>Send Art by</b>	<b>Payment by</b>	<b>Publication</b>
Souvenir Book	May 23, 2011	June 6, 2011	June 6, 2011	At Con.

### ***Sizes and Rates***

	<b>Size (w x h)</b>	<b>Pro (Color / Greyscale)</b>	<b>Semi-Pro (Color / Greyscale)</b>	<b>Fan (Color / Greyscale)</b>
<b>Full Page</b>	7.5" x 10"	TBD	TBD	TBD
<b>Full Page Bleed *</b>	8.75" x 10.25"	TBD	TBD	TBD
<b>Half (Vertical)</b>	3.5" x 10"	TBD	TBD	TBD
<b>Half (Horizontal)</b>	7.5" x 4.75"	TBD	TBD	TBD
<b>Quarter</b>	3.5" x 4.75"	TBD	TBD	TBD
<b>Quarter (Bottom Banner)</b>	7.5" x 2.25"	TBD	TBD	TBD

\* 0.125" bleed on all edges.

### ***Types of Advertisers***

See previous page.



**Renovation**  
**69th World Science Fiction Convention**  
Reno, Nevada, USA  
August 17-21, 2011

**2011 Advertisers Spec Sheet**  
*October 2, 2010*

---

## **Other Advertising Opportunities**

Additional opportunities for advertising with Renovation may become available as our plans for the convention are refined. These may include:

- Advertising in or sponsorship of the Pocket Program which contains the full convention schedule and is used throughout the convention by all attendees.
- Advertising in the Hugo Award Ceremony Program booklet.

We will update our website and this specification sheet as and when these additional opportunities are confirmed.

## **Sponsorship**

Renovation also offers a wide variety of sponsorship opportunities ranging across the whole range of convention activities. To discuss sponsorship, please contact the Convention Chair, Patty Wells, directly at [chair@renovationsf.org](mailto:chair@renovationsf.org).



**Renovation**  
**69th World Science Fiction Convention**  
Reno, Nevada, USA  
August 17-21, 2011

**2011 Advertisers Spec Sheet**  
October 2, 2010

---

## Copy Submission – Progress Reports

### ***Format***

- File Type - We will only accept **TIF** or **PDF** files. Please do not send **Word** documents or **JPG** & **GIF** files.
- Image Resolution - Files should be at **300 dpi** at **100%** of their printed size.
- Line Art & Rasterized Text - Files should be **600 dpi** at **100%** of their printed size.
- Bleed - **No Bleed**.
- Color - All color graphics should be saved in **CMYK** format.
- Black & White - All black and white graphics should be saved in **GRAYSCALE**.
- Images - All images in PDFs need to be **embedded**.
- Fonts - All fonts in PDFs needs to be **embedded**. Please use real **typefaces**. **Do not** use faux font settings.

*NOTE: If we receive a file that does not meet these specifications, we might return it for another version. Failure to pay by the deadline means that your ad will not be run in the publication.*

### ***File Delivery***

Please compress (zip) & email files to **publications@renovationsf.org**. Files should be no larger than 10 MB. If you need to send larger files, please contact us at the same email address to agree alternative delivery arrangements.

### ***Deadlines***

It is **imperative** that our deadlines are met. Wherever possible, please provide us with your copy two weeks in advance of the stated deadline so we will have a buffer zone to work with you in case there is a problem.



---

## Copy Submission – Souvenir Book

### **Format**

- Please send **press-ready electronic art**.
- Image Resolution – Files should be at **300 dpi** at 100% of their printed size.
- File Type – We will accept **PDF**, **TIF**, high resolution **JPG** or **EPS** files.
- For PDF, use press quality setting or contact us for Souvenir Book PDF job options.
- **InDesign** CS3 and CS4 files accepted if packaged with images and fonts.
- Compression - zipped and Stuffit files accepted and recommended.

### **Color and Content**

- Color – All color graphics should be saved in **CMYK** format.
- Black & White – All black and white graphics should be saved in **Grayscale** or other Black and White format.
- No RGB text or RGB art anywhere.
- Images – All images in PDFs need to be **embedded**.
- Fonts – **embed** all fonts, or convert all fonts to **outlines**.
- If ad bleeds, include crop and bleed marks. Otherwise, crop marks optional.

*NOTE: If we receive a file that does not meet these specifications, we might return it for another version. Failure to pay by the deadline means that your ad will not be run in the publication.*

### **File Delivery**

Please compress (zip) & email files to **souvenirbook@renovationsf.org**. Files should be no larger than 10 MB. If you need to send larger files, please contact us at the same email address to agree alternative delivery arrangements. (Large files can be uploaded to us via FTP or sent via CD/Memory stick).

### **Deadlines**

It is **imperative** that our deadlines are met. Wherever possible, please provide us with your copy two weeks in advance of the stated deadline so we will have a buffer zone to work with you in case there is a problem.



**Renovation**  
**69th World Science Fiction Convention**  
Reno, Nevada, USA  
August 17-21, 2011

**2011 Advertisers Spec Sheet**  
October 2, 2010

---

## Payment Information and Terms

### ***Payment***

Payment can be made by cash, check or PayPal. To send cash or check, please address it to:

**Renovation**  
**ATTN: John Lorentz**  
**PO Box 13278**  
**Portland, Oregon, USA 97213-0278**

To use PayPal, send the money to **renoin2011@gmail.com**. If you need to pay by credit card and do not want to use PayPal, we will have an online credit card method soon.

### ***Schedule Reminder – Key Dates***

	<b>Progress Report #3</b>	<b>Progress Report #4</b>	<b>Souvenir Book</b>
<b>Reservation</b>	October 1, 2010	February 1, 2011	May 23, 2011
<b>Artwork Received</b>	October 15, 2010	February 15, 2011	June 6, 2011
<b>Payment Received</b>	November 15, 2010	March 15, 2011	June 6, 2011
<b>Publication</b>	December 2010	April 2011	At-Con

### ***Terms & Conditions***

Information in this document is subject to change without notice. All images included in any ads must have the right to copy and distribute. Renovation will not be held responsible for copyright infringement.

### ***Queries***

If anything in this document is unclear, please e-mail **publications@renovationsf.org** with any questions and we will aim to get back to you within one (1) business day.