

ADVERTISING INFORMATION BOSKONE 52 SOUVENIR BOOK

The Boskone Souvenir Book contains articles about Boskone and the year's Guests of Honor — which includes writer Robin McKinley and artists Charles Lang and Wendy Snow-Lang. The book is given to all attendees at con, and mailed to all members who don't attend after the con.

- 8.5 inches wide by 11 inches high
- full color cover on glossy cover stock
- greyscale interior pages on uncoated paper



WHAT IS BOSKONE?

Boskone is an annual, regional Science Fiction convention, running in 2015 from February 13 to 15 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 52nd convention we're expecting over 1000 people to attend. More info: www.boskone.org

Deadlines

FOR RESERVING AD SPACE: **DECEMBER 6, 2014**

FOR EMAILING AD FILES AND SENDING PAYMENT: **JANUARY 3, 2015**

We cannot guarantee that any changes received after January 5, 2015 will be included.

Ad File Specs and Dimensions

- Ads should be submitted as PDF or tiff files
- Embed all fonts used in the files
- Images should be at least 300ppi at 100% of printed size
- Line art (i.e. rasterized text, line drawings) should be at least 600 ppi at 100% of printed size to avoid a "fuzzy" appearance
- All interior ads should be in greyscale. No rich blacks, spot colors, or RGB elements. Be especially careful if making your ad in Word. A back cover ad in color should be in CMYK format.

If you send files which do not meet the above requirements, Boskone takes no responsibility for your ad's final appearance.



FULL PAGE / INSIDE COVERS / BACK COVER
8" wide x 10.5" high



HALF PAGE— HORIZONTAL
8" wide x 5.125" high



HALF PAGE—VERTICAL
3.875" wide x 10.5" high



QUARTER PAGE
3.875" wide x 5.125" high



QUARTER PAGE—TALL
2.5" wide x 8" high

Ad Rates

	back cover (color)	back cover (greyscale)	inside cover	full page	half page	quarter page
PRO	\$495	\$400	\$330	\$260	\$160	\$95
FAN	\$350	\$270	\$215	\$95	\$65	\$35

Ad Reservation, Payment, and Submission

To reserve ad space or determine availability of cover pages:

email b52ads@boskone.org by **December 6, 2014**. Please request specific placement if desired.

Send payment by January 3, 2015.

To pay by check:

Make payable to Boskone 52 and mail to: Boskone 52, attn: Souvenir Book, P.O. Box 809, Framingham, MA 01701

To pay by credit card or PayPal:

Go to store.nesfa.org, click the "Boskone" menu item on the left, then on the "Advertise with Boskone" menu item on the left, and then the Souvenir Book ad link. Choose the appropriate ad size for Professional or Fan ad rate.

Submit ads by emailing ad files to: **b52ads@boskone.org**