



78TH WORLD SCIENCE FICTION CONVENTION
29TH JULY - 2ND AUGUST, 2020
WELLINGTON, NEW ZEALAND

Publication Advertising Rate Card – Souvenir Book

		Fan		Semi-Pro		Pro	
		Fan rates apply to all non-profit organisations with no salaried staff, such as fan-run conventions, club, and fanzines.		Semi-Pro rates apply to businesses run part-time by their owners, small press publishers, and non-profit charities.		Professional rates apply to all commercial, for-profit organisations employing full-time staff.	
	height x width	NZD	USD	NZD	USD	NZD	USD
Full page*	297 x 210 mm	\$225	\$150	\$425	\$275	\$850	\$550
Half page (FLOAT AD)	148mm x 210mm	\$125	\$100	\$225	\$150	\$475	\$275
Quarter page (FLOAT AD)	132mm X 89mm	\$75	\$50	\$150	\$100	\$275	\$175
Inside front/back cover*	297 x 210 mm	\$2000	\$1300	\$2000	\$1300	\$2000	\$1300

The finished book will be perfect bound, A4 portrait, full colour print.

* Full Bleed booking, please ensure you have 3mm bleed and crop marks, so we can position onto the page.
 We recommend a 15mm inset from the Trim as Text safe area.

Ad reservations deadline 1 May 2020

Ad copy deadline 1 June 2020

File Format: Files should be sent as a PDF (300dpi), font converted to paths and all colour graphics should be saved in CMYK.

Float Ads: All ads without a clear border, a .25pt Black keyline border will be added.



If it is larger than 2MB please let us know and we will give you an alternative to emailing the file. Payment for any advertising may be made by credit card in NZD or US cheque in USD. All prices include GST.

Other payment methods may be available by arrangement. We will issue you an invoice. If you have any questions please email publications@conzealand.nz

TO BOLDLY GO, THERE AND BACK AGAIN
WWW.CONZEALAND.NZ