

ADVERTISING IN PROGRESS REPORTS

NorthAmeriCon '17

JULY 6-9, 2017 • SAN JUAN, PR

The 2017 North American Science Fiction Convention

ABOUT PROGRESS REPORTS

Progress reports are sent to all members and supporters to update them on the status of convention work and other areas of interest. They will be full-color, full-bleed, digest-sized books (8.5"x5.5") on glossy paper, and available online, in print, and in both English and Spanish.

Reach out to our guests as they plan their trip to NorthAmeriCon '17!

DEADLINES

PROGRESS REPORT 1

(Publication Nov 2016)

Reserve space
and send payment by:
December 1, 2016

Send ad by:
December 5, 2016

PROGRESS REPORT 2

(Publication Mar 2017)

Reserve space
and send payment by:
February 22, 2017

Send ad by:
March 1 2016

PROGRESS REPORT 3

(Publication Jun 2017)

Reserve space
and send payment by:
May 1, 2017

Send ad by:
May 5 2016

RATES AND SIZES

	FAN RATE	SEMI-PRO RATE	PRO RATE
Full Page ad with bleed 5.75"w x 8.75"h (ie 5.5x8 page with .125" bleed)	\$80	\$160	\$320
Full page ad without bleed 5"w x 8"h			
½ Page ad 5"w x 3.875"h	\$40	\$80	\$160
¼ Page 2.375"w x 3.875"h	\$20	\$40	\$80

FAN RATE:

Applies to all non-profit organizations run solely by volunteers (ex: fan-run conventions, clubs, fanzines, and fans)

SEMI-PRO RATE:

Applies to businesses run by their owner, with no other employees (ex: small press publishers, charities, and other groups promoting science education or literacy)

PRO RATE:

Applies to all commercial, for-profit organizations employing full-time staff other than the owner

FILE SPECS

- Send press-ready ads as a pdf or tiff (Do not send JPG, GIF or Word file formats)
- For PDF files made with Adobe, use the "press quality" setting.
- All images should be at least 300 ppi at 100% of their printed size. (Line art images like rasterized text or line drawings should be at least 600 ppi at 100% of their printed size to avoid a fuzzy/pixelated appearance)
- Embed all fonts used in the file
- If your ad is over 10MB, email advertising@northamericon17.com for an alternate form of delivery.
- All color graphics should be in CMYK format.
- All B&W graphics should be saved in Grayscale format.

RESERVATION, SUBMISSION, AND PAYMENT

1. Email advertising@northamericon17.com and include the following information:

- Name of Organization
- Rate Classification (fan, semi-pro, pro)
- Ad size
- Progress Report (1, 2, 3 or any combo of)
- Contact email
- Contact phone number

2. Attach your ad pdf or tiff (follow specs above).

3. You will receive a confirmation email/invoice with the total amount due.

4. Payment may be made by check or by Paypal.

5. To pay via Paypal go to www.paypal.com and make payment to treasurer@northamericon17.com.

6. Once payment is received, you will be sent a confirmation email.

Terms & Conditions: NorthAmeriCon reserves the right to refuse any ad, on any basis. All images submitted must have the right to copy and distribute. NorthAmeriCon will not be held responsible for copyright infringement. Files which do not meet these guidelines may not be printed. A correct version of the file will need to be received by the submission deadline for your ad to print. Failure to make payment will result in no ad.

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www.northamericon17.com