

BOSKONE 53 SOUVENIR BOOK

ADVERTISING INFORMATION





image © Richard Anderson

<p>DECEMBER 1, 2015 DEADLINE FOR RESERVING AD SPACE</p> <p>Email request to b53ads@boskone.org</p>	<p>JANUARY 3, 2016 DEADLINE FOR AD FILES AND PAYMENT</p> <p>Email ad files to b53ads@boskone.org (Include specific placement request if desired. Changes received after deadline are not guaranteed.)</p>
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Ad File Specs and Dimensions

- Submit ads as PDF or tiff files
- Embed all fonts used in the files
- All images should be at least 300 ppi at 100% of printed size
- Line art images (i.e. rasterized text, line drawings) should be at least 600 ppi at 100% of printed size to avoid a fuzzy/pixelated appearance
- All interior ads should be in grayscale with no rich blacks, spot colors, or RGB elements. A back cover ad in color should be in CMYK format.

If your ad does not meet these 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

Ad Rates

	BACK COVER (COLOR)*	BACK COVER (GRAYSCALE)*	INSIDE COVER*	FULL PAGE	HALF PAGE	QUARTER PAGE
PRO RATE	\$495	\$400	\$330	\$260	\$160	\$95
FAN RATE	\$350	\$270	\$215	\$95	\$65	\$35

* Email b53ads@boskone.org to determine cover placement availability

Ad Payment

SEND PAYMENT BY JANUARY 3, 2016

To pay by check

Make payable to Boskone 53 and mail to:
Boskone 53
attn: Souvenir Book
P.O. Box 809
Framingham, MA 01701

To pay by credit card or PayPal

1. Go to store.nesfa.org
2. Click the "Boskone" menu item on the left
3. Click the "Advertise with Boskone" menu item on the left
4. Be sure to choose the appropriate ad size from Professional or Fan rate drop down menu

Questions? Email b53ads@boskone.org

ABOUT BOSKONE

Boskone is an annual, regional Science Fiction convention, running in 2016 from February 19 to 21 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 53rd convention we're expecting over 1000 people to attend. Visit www.boskone.org.

ABOUT THE SOUVENIR BOOK

The Boskone Souvenir Book contains articles about Boskone and its Guests of Honor – this year including writer Garth Nix and artist Richard Anderson. The book is given to all attendees at Boskone, and mailed to all non-attending members.

- 8.5" x 11"
- full color cover
- grayscale interior pages

