

# ADVERTISING INFORMATION

# BOSKONE 50<sup>th</sup> SOUVENIR BOOKLET



past covers

## ABOUT THE BOOKLET

The Boskone 50 Souvenir Booklet will contain articles about Boskone and Boskone's Guests of Honor. It will be given to all attendees at con and mailed to all members who don't attend after the con. This year's guests include writer Vernor Vinge and artist Lisa Snellings.

The Souvenir Booklet will be 8.5 inches wide by 11 inches high, with a full color cover on glossy cover stock, and greyscale interior pages on uncoated paper.

## WHAT IS BOSKONE?

Boskone is an annual, regional Science Fiction convention, running in 2013 from February 15 to 17 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 50th convention we're expecting over 1000 people to attend. More information about Boskone can be found at [www.boskone.org](http://www.boskone.org).

## Deadlines

DUE DATE FOR RESERVING AD SPACE:

**DECEMBER 17, 2012**

DUE DATE FOR SENDING ADS:

**JANUARY 5, 2013**

DUE DATE FOR PAYMENT:

**JANUARY 5, 2013**

We cannot guarantee that any changes received after January 5, 2013 will be included in the Souvenir Booklet.

## Ad Specs





- Ads should be 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 mode. 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.

## Ad Submission

Email ad files to: [b50ads@boskone.org](mailto:b50ads@boskone.org)

## Ad Dimensions

	<b>FULL PAGE / INSIDE COVER / BACK COVER</b> 8" wide x 10.5" high
	<b>HALF PAGE— HORIZONTAL</b> 8" wide x 5.125" high
	<b>HALF PAGE—VERTICAL</b> 3.875" wide x 10.5" high
	<b>QUARTER PAGE</b> 3.875" wide x 5.125" high

## Ad Rates

	PRO	FAN
back cover (color)	\$465	\$325
back cover (greyscale)	\$385	\$250
inside cover	\$310	\$200
full page	\$245	\$80
half page	\$145	\$50
quarter page	\$85	\$30

## Ad Reservation and Payment

To reserve ad space or determine availability of cover pages, email [b50ads@boskone.org](mailto:b50ads@boskone.org) by **December 17, 2012**. Please request specific placement if desired. Send payment by **January 5, 2013**.

**To pay by check:** Make payable to Boskone 50 and mail to: Boskone 50, attn: Souvenir Booklet  
P.O. Box 809  
Framingham, MA 01701

**To pay by credit card or paypal:** Go to [store.nesfa.org](http://store.nesfa.org), click the "Search our Product List" link, and search for "boskone-ad"