Readercon Souvenir Book Advertising

B&W Ad Sizes and prices

Size	Build to (W x H)	Pro	Fan
Full page	8 x 10.5	$250	$125
Half page	4 x 5.25	$150	$75
Quarter page (box)	2 x 3	$120	$60
Quarter page (strip)	8 x 3	$120	$60
Spread	16 x 20	$600	n/a
Inside Cover	8 x 10.5	$500	n/a

All units are in inches. For bleed or color ads, please inquire. There is an extra charge.
Fan rates include the public, vendors at Readercon, and artists (not agents).

Material Guidelines

Please submit high resolution PDF or TIF: 300 DPI, no compression, with fonts embedded or outlined. Build to specified size. Do not include crop or bleed marks. Prepare as grayscale. If CMYK, RGB, or spot colors are included, Readercon is not responsible for shifts during color conversion. Note that a border will be added to any ad with a white or transparent background.

Notes for full-bleed ads:
- Safe Zone: keep contents within this boundary, .25" from page trim
- Trim Size: size of final page, 8.5" x 11"
- Bleed Allowance: backgrounds and images that are meant to print to the edge of the page should extend .125" beyond trim, per sizes above.

If you have questions about file preparation, please contact **ads@readercon.org.**

Ad Submission Options

Email your ad image to ads@readercon.org
- Attach it to an email (file size under 5MB)
- Or email a link to a file share site such as WeTransfer or Dropbox

Deadlines

April 30, 2024 – Deadline to secure your space. (If you require an invoice, let us know.)
May 15, 2024 – Deadline for submitting ad materials & payment.

Payment Options

We accept check or Paypal
- For Paypal, send to readercon@gmail.com
- Or make checks out to Readercon, Inc. Mail to
  > Readercon
  > PO Box 65
  > Watertown, MA 02472