

BOSKONE 56 SOUVENIR BOOK

//////// ADVERTISING INFORMATION //////////

DECEMBER 1, 2018

DEADLINE FOR
RESERVING AD SPACE

Email request to boskone-ads@boskone.org
(Include specific placement request if desired.)

JANUARY 5, 2019





DEADLINE FOR
AD FILES AND PAYMENT

Email request to boskone-ads@boskone.org
(Include specific placement request if desired.
Changes received after deadline are not guaranteed.)

Ad File Specs and Dimensions

- Submit ad as a **PDF** or **TIFF** file by **BY JAN 5, 2019**
- Embed all fonts used in the file
- All images should be at least 300 ppi at 100% of their printed size
- Line art images (i.e. rasterized text, line drawings) should be at least 600 ppi at 100% of their 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 COVER / BACK COVER AD SIZE 8" wide x 10.5" high
	HALF PAGE — HORIZONTAL AD SIZE 8" wide x 5.125" high
	HALF PAGE — VERTICAL AD SIZE 3.875" wide x 10.5" high
	QUARTER PAGE AD SIZE 3.875" wide x 5.125" high

Ad Rates and Payment

	BACK COVER (COLOR)*	BACK COVER (GRAYSCALE)*	INSIDE COVER*	FULL PAGE	HALF PAGE	QUARTER PAGE
PRO RATE	\$550	\$450	\$370	\$290	\$190	\$125
FAN RATE	\$375	\$295	\$230	\$105	\$75	\$45

* Email boskone-ads@boskone.org to determine cover pages' availability

SEND PAYMENT BY JANUARY 5, 2019

To pay by check

Make payable to "Boskone 56" and mail to:
Boskone 56, Attn: Souvenir Book, P.O. Box 809, Framingham, MA 01701

To pay by charge card or PayPal payment

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 boskone-ads@boskone.org

ABOUT BOSKONE®

Boskone is an annual, regional Science Fiction convention, running in 2019 from February 15 to 17 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 56th 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 Elizabeth Hand and artist Jim Burns. The piece is given to all attendees at Boskone, and mailed to all non-attending members.

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

