

## Con†Stellation Ad Copy Size & Price Schedule

The Con†Stellation Program Book will have a finished page size of 7" (width) x 8 1/2" (height). Margins of 1/2" (top, bottom, sides) and 1/4" (between ads) will be enforced, the live area is as shown. These three (3) sizes of ads will be accepted. The live image area for these three (3) sizes is in the table below. Your ad copy must be submitted camera ready (including screening, if needed) and exact size for these rates (use the additions shown for additional services). These prices are for B&W (256 shades of gray) only, spot or full 4 color is a special service which will be priced at 45% over our costs and must be obtained 2 months prior to the initial deadline for exact quote.

Ad Size	Image Area Size	Pro Price	Fan Price
Full Page	6" (w) x 7 1/2" (h)	\$100.00	\$75.00
1/2 Page	6" (w) x 3 5/8" (h)	\$60.00	\$50.00
1/4 Page	2 7/8" (w) x 3 5/8" (h)	\$35.00	\$30.00

Add +5% if invoice is required, our treasurer is Sam Smith. Add +5% for placement to front; Add +5% for right hand page placement. Add +25% for exacting placement anywhere, i.e., inside back cover, the specific page number must be provided to editor. Add +15% to next largest size for other sizes. Example of 1/3 page is 1/2 page +15%.

Organizations that are fannish in nature, in the judgment of the convention program book editor, may use the discounted Fan Price. If your fan organization qualifies (most conventions and clubs do), please use the Fan Price rate for your payment. Exchange ad space is mostly taken at this time.

### General Information & Special Services

You can call the editor (Mike Cothran at 256-880-8210, no collect calls, please) to discuss file formats for ads and to set up data transmission of your electronic layout, email is cothranm@bellsouth.net. My mailbox is only 250 megabytes, however direct transfer is the preferred method, please use some form of TIFF compression, LZW works best, RAR or ZIP do as well for transmission of multiple image objects. Please include contact information for resolution of any problems. Send all hard ad copy, hard artwork with contact information and payment submissions to the editor at the address below: Mike Cothran, 210 Vincent Rd SE, Huntsville AL, 35802

**File Formats and Services:** This editor suggests 300 to 600 DPI in 8 bit gray scale TIFF file formats for your ad copy layout; RTF for text and TIFF for images are the industry preferred formats. Please call for any special services (e.g., screening, sizing, layout) or to receive an exact quote for your special needs. In general, the charge for such services performed is on a cost plus basis (our cost + an additional 45%). There is a minimum charge of \$35.00 for any special service performed and we will need your street address for delivery of the printed invoices. The Program Book is given to the offset printer on CD-Rom as 600 DPI TIFF images of the hinged pages (plates), you will be furnished with low res (72 DPI) GIF images of your ad copy in our layout via email. If you wish hard copy of the Program Book please provide a self addressed mailer (affix oversized postage to a 9x6), if you will not be in attendance at the convention.

### Deadline Schedule

There are several deadlines in an undertaking of this sort. The final deadline for receipt of artwork and payment is Monday, September 17, 2007. If you can not meet this deadline with your artwork, contact us as soon as possible: no exceptions to this late submission contact policy will be allowed. Please submit your ad copy and payment by the 1st weekend of September (1st-2nd-3rd, that is Saturday to Monday) to allow both the editor and our printer time to detect any problems they might encounter with your ad copy or artwork. It may be possible to extend this deadline for receipt of artwork in some cases, but space must be reserved and payment sent by this deadline.

### DropDeadline

We will work with you through our deadline if you will work with us through our schedule. Our printer is very fast and very nice. We wish to keep him this way, but we can't do that if we tie up his presses with late arrivals. The editor is placing all materials in the printer's hands on Thursday, September 20, 2007. If you paid for (reserved) your space but your copy wasn't ready by the deadline and you have contacted us to arrange for late delivery, the ad copy MUST arrive 24 hours before this date and be camera ready!

Thank you for your attention and your support.

Sincerely,



Mike Cothran

Publications Director For Con†Stellation, presented by  
NASFA, North Alabama Science Fiction Association