



May 26-29, 2017 • Madison, Wisconsin

Ad Submission Guidelines

File Specifications:

- TIFF
- Full-size (100% final)
- 300 dpi
- Bleed only on Inside Front/Back Cover

Submission:

Please email files to: souvenirbook@wiscon.net
 Artwork must be received by **April 10, 2017**.

Interested in sponsoring the Pocket Program Book?

Benefits include:

- Thank you and color logo on outside cover
- Thank you, logo, and website on table on contents
- 1 full-page or 2 half-page ads in body of Pocket Program Book

Sponsorship of the Pocket Program Book is available for \$3,000.

Sizes and Rates

Ad	Size	Standard		NP/SP	Fan
		COLOR	B&W	B&W	B&W
Full Page	7.5" x 9.5"	NA	\$325	\$250	\$200
Half Page, Horizontal	7.5" x 4.5"	NA	\$200	\$175	\$110
Quarter Page, Standard	3.5" x 4.5"	NA	\$125	\$100	\$45
Inside Front/Back Cover	8" x 10"	\$1200	\$420	\$350	\$300

- Standard—Pro paying publications, for-profit businesses, etc
- Non-Profit/Semi-Pro—Semi-pro publications, not-for-profit entities, etc
- Fan—Fan organizations, conventions, individual authors, etc



Full Page



Half Page, Horizontal



Quarter Page, Standard

Contacts:

Sales: Levi Sable
advertising@wiscon.net
 (608)520-5463

Production: Tyler Sable
souvenirbook@wiscon.net

Payment:

- PayPal to treasurer@sf3.org
- Check payable to WisCon
 WisCon Advertising
 PO Box 1624
 Madison, WI 53701-1624

Ads must be paid in advance of con.