

Advertisement 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 1, 2018**.

Sizes and Rates

Ad	Size	Standard	NP/SP	Fan
		B&W	B&W	B&W
Full Page-B&W	8" X 8" AND/OR 9" X 9" (TRIM SIZE + .25" BLEED)	\$325	\$250	\$200
Half Page-B&W	3.875" X 8" VERTICAL AND/OR 8" X 3.875" HORIZONTAL	\$200	\$175	\$110
Quarter Page, Standard-B&W	3.875" X 3.875"	\$125	\$100	\$45
Inside Cover-Color	8" X 8" AND/OR 9" X 9" (TRIM SIZE + .25" BLEED)	\$550	\$400	\$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

Contact:

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

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.



May 25-28, 2018 • Madison, Wisconsin

Sponsorship Guidelines

Sponsor our Gathering Event - \$550

- Thanked in an announcement made during our opening event, the Gathering
- Thanked in a blog post, in an issue of our electronic newsletter, and on WisCon's Facebook, Twitter, and Instagram
- 1 half-page ad in the body of our Souvenir Program Book
- Your banner and a notice thanking you for your generosity will be prominently displayed throughout the Gathering. The sole event held throughout our initial afternoon, our 1,000 convention members attend the Gathering to reconnect with friends, for refreshments, and to participate in entertainment, culminating in the ceremonial crowning of this year's winner of the James Tiptree, Jr Award.

Sponsorship of our Souvenir Program Book - \$750

- Thank you, logo, and website on Souvenir Program Book table of contents page
- Thanked in a blog post, in an issue of our electronic newsletter, and on WisCon's Facebook, Twitter, and Instagram
- 1 full-page or 2 half-page ads in body of our Souvenir Program Book - this publication is carried throughout Madison and read all holiday weekend by one thousand convention attendees, then taken home as a keepsake!

Presenting Sponsorship of our Souvenir Program Book - \$2,000

- Only a single presenting sponsorship is available for this keepsake item - please ask if it is still available!
- Thank you, logo, and website on Souvenir Program Book table of contents page
- Thanked in a blog post, in an issue of our electronic newsletter, and on WisCon's Facebook, Twitter, and Instagram
- 1 full-page full color ad on the back outside cover and 1 half-page ad in the body of our Souvenir Program Book - this publication is carried throughout Madison and read all holiday weekend by one thousand convention goers, then taken home as a keepsake!

Sponsor our Hospitality Suite - \$2,500.

- Thanked during our Guest of Honor keynote speeches event, a formal program attended by our 1,000 convention members on the Sunday evening of WisCon.
- Thanked in a blog post, in our electronic newsletters throughout the year, and on WisCon's Facebook, Twitter, and Instagram
- 1 half-page ad in the body of our Souvenir Program Book
- Your banner and a notice thanking you for your generosity will be prominently displayed in our Convention Hospitality Suite (Con Suite), the social and dining hub of WisCon. All of our one thousand convention members visit this space for coffee, tea, conversation, snacks, and meals throughout all four days of WisCon and long into the evenings.

In-kind sponsorships and ad trades may also be available - please inquire, we'd be happy to talk about the possibilities!