

CAPRICON 34

Program Book Advertising

Capricon is an annual science fiction convention held in the Chicago area since 1980.

The convention draws 1,000 attendees, not just from Chicago, but from neighboring states. Many of the convention attendees are professionals with disposable income and spend time outside the convention, dining, shopping, or sightseeing. Capricon is held at the Westin Chicago North Shore in.

Advertising in the Capricon Program Book, which is given to all convention attendees, is an excellent way to ensure they know about your company.

| Size | Professional Rates* | Fan Rates* |
|--|---------------------|------------|
| Full Page (7.5" x 10") Color <i>Inside covers or back cover placement</i> | \$400.00 | \$200.00 |
| Full Page (7.5" x 10") B&W | \$175.00 | \$100.00 |
| Half Page (7.5" x 4.75" or 3.5" x 10") | \$100.00 | \$50.00 |
| Quarter Page (7.5" x 2.25" or 3.5" x 4.75") | \$50.00 | \$25.00 |

*Professional rates apply to commercial, for-profit organizations employing full-time staff. Fan rates apply to conventions, clubs, fanzines, and non-profit organizations with no salaried staff.

Technical Specifications:

Supported formats:

- Adobe PDF (Preferred)
High Resolution/Print Ready/Fonts Embedded
- High Resolution JPEG or TIFF
300 dpi at 100% of original artwork size

Non-Acceptable formats:

- Microsoft Word files

Line screen: 150

Ads do not bleed

Fonts

- Included screen and printer fonts are those used in eps files
- Always use real typeface. Do not use application to apply styles (Bold, Italic, Outline, Shadow, Underline)
- Include all supporting images and other files that are placed in the ad

Color

Ads that are in color will need to be process color (CMYK). NO PMS COLORS WILL BE ACCEPTED. All other ads will be black and white (gray scale). Color ads are only available for full page placement on the inside covers or back cover.

E-Mail Delivery

- Recommended that files are compressed in .zip format.
- The total for attached files in an e-mail can not be more than 9 MB in size
- E-mail publications@capricon.org for file requirements and other delivery options.
- E-mail advertising@capricon.org for space reservations and rate questions.

Payment

Make all checks payable to:

Capricon

Mail payment to:

Capricon
126 E. Wing Street #244
Arlington Heights, IL 60004

Important Deadlines:

**Space reservation for ads due
December 15, 2013**

**Final ad file for ads due
December 30, 2013**