

Souvenir Book Rate Card Effective July 2002

World Fantasy Convention 2003 is the 24th annual World Fantasy Convention. It takes place this year in Washington, DC., sponsored by WSFA, Inc.

Since it's inception in 1975, the World Fantasy Convention has been the premier annual gathering of those professionally involved in the field of fantastic literature.

This year's theme is "Dark Fantasy: Honorable Traditions", and will explore the roots and the current status of the sub-genre of "dark" fantasy and horror.

In keeping with this theme, this year's Guests of Honor include SFWA Grand Master Jack Williamson, Brian A. Lumley, best-selling author of the Necroscope series, horror illustrator Allen Koszowski, and small press publisher W. Paul Ganley, along with Toastmaster Douglas E. Winter, a noted horror writer and anthologist.

The interior pages will be printed on 60 lb. Text stock, with a sturdy four color process cover. We have a limited color advertising capacity for those that are interested.

Personnel:

Program Book Editor: Dennis McCunney

Advertising Sales: Nicholas Schectman

B & W Advertising Rates

Space:	Fan Rate	Pro Rate
Full Page	\$ 90	\$ 400
Half Page	50	250
1/4 Page	35	175
Cover 2	N/A	350
Cover 3	N/A	350
Centerspread	N/A	550

Color Advertising Rates:

A limited amount of four color advertising is available, starting with Cover 2 and Cover 3. If there is enough interest from other advertisers, interior color pages will be available, **only after Cover 2 and Cover 3 are sold as color ads.**

Space:	Fan Rate:	Pro Rate:
Cover 2	N/A	\$ 1000
Cover 3	N/A	\$ 925

For further information on availability of other color advertising, contact us.

Bleed And Inserts:

No charge for bleed. Contact the Advertising Director if you require information on inserts.

Fan Rate:

The fan advertising rate applies to enterprises that do not support more than one full-time person (or equivalent). Payment must be included with your ad. If you are unsure whether the fan rate applies to you, please write and describe your situation.

Mechanical Requirements:

Non-Bleed:	Wide:	Deep:
Gutter bleed		
Spread	15 1/4"	X 10"
Page	7"	X 10"
1/2 Page Vertical	3 3/8"	X 10"
1/2 Page Horizontal	7"	X 4 7/8"
1/4 Page	3 3/8"	X 4 7/8"

Bleed:	Wide:	Deep:
2 Page Spread	16 3/4"	X 11 1/4"
Page	8 3/8"	X 11 1/4"
Covers 2 & 3	8 3/8"	X 11 1/4"

Keep all type and essential matter 3/8" from any edge that bleeds.

Printing Specifications:

Trim Size:	8 1/4" x 11"
Binding:	Saddle Stitched
Printing Method:	Offset

Preferred Material:

B&W: Adobe PDF files, Quark files, Screened velox prints; offset negatives-right reading, emulsion side down; camera-ready copy; reproduction proofs.

Color: Adobe PDF, Quark files, Offset negatives - right reading, emulsion side down ONLY. Film must be accompanied by a progressive proof, chromalin, match print or other approved type of off press proofing.

B&W Screen: 120, maximum 133

Four Color: 133, maximum 150

Preparation of ads from art and mechanical will be billed at cost.. All other production charges will be billed at cost.

Closing Dates:

For Space Reservations: **9/15/03**

Final closing for all materials: **9/30/03**

Commissions And Discounts On Pro Rate:

15% of gross will be allowed to recognized advertising agencies on space and position. No commission will be allowed on production charges. No cash discounts. All invoices are net 30. There will be a 1.5% late fee per month on all invoices not paid after 45 days. After 90 days, collection procedures will be instituted with all costs of collection charged back to advertiser/agency. We will collect a \$20 service fee for each bounced check.

Distribution:

Over 1,200 copies will be distributed. Print run is a minimum of 1,500.

World Fantasy Convention 2003 reserves the sole right to determine whether an advertiser falls into the "pro" or "fan" category. We also reserve the right to reject any advertising. Acceptance of your advertising by World Fantasy Convention 2003 indicates your acceptance of all conditions of this rate card.

Make all checks payable to:

World Fantasy Convention 2003

**Address all correspondence,
insertion orders & materials to:**

WFC 2003 Souvenir Book
c/o Dennis McCunney
161 Lexington Ave., #207
New York, NY 10016

pubs@worldfantasy2003.org

World Fantasy Convention 2003

**October 30th –
November 2nd 2003**

Advertising Rate Card