

# BOSKONE 54 SOUVENIR BOOK

## ////////// ADVERTISING INFORMATION //////////

**DECEMBER 1, 2016**

DEADLINE FOR  
RESERVING AD SPACE

Email request to [b54ads@boskone.org](mailto:b54ads@boskone.org)  
(Include specific placement request if desired.)

**JANUARY 8, 2017**

DEADLINE FOR  
AD FILES AND PAYMENT

Email ad files to [b54ads@boskone.org](mailto:b54ads@boskone.org)  
(Include specific placement request if desired.)  
Changes received after deadline are not guaranteed.)

### Ad File Specs and Dimensions

- Submit ad as a PDF or tiff file by **BY JAN 8, 2017**
- Embed all fonts used in the file
- All images should be at least 300 ppi at 100% of their printed size
- Line art images (i.e. rasterized text, line drawings) should be at least 600 ppi at 100% of their printed size to avoid a fuzzy/pixelated appearance
- All interior ads should be in grayscale with no rich blacks, spot colors, or RGB elements. A back cover ad in color should be in CMYK format.

If your ad does not meet these requirements, Boskone takes no responsibility for your ad's final appearance.



FULL PAGE / INSIDE COVER / BACK COVER AD SIZE  
8" wide x 10.5" high



HALF PAGE — HORIZONTAL AD SIZE  
8" wide x 5.125" high



HALF PAGE — VERTICAL AD SIZE  
3.875" wide x 10.5" high



QUARTER PAGE AD SIZE  
3.875" wide x 5.125" high

### Ad Rates and Payment

	BACK COVER (COLOR)*	BACK COVER (GRAYSCALE)*	INSIDE COVER*	FULL PAGE	HALF PAGE	QUARTER PAGE
PRO RATE	\$495	\$400	\$330	\$260	\$160	\$95
FAN RATE	\$350	\$270	\$215	\$95	\$65	\$35

\* Email [b54ads@boskone.org](mailto:b54ads@boskone.org) to determine cover pages' availability

#### SEND PAYMENT BY JANUARY 8, 2017

##### To pay by check

Make payable to "Boskone 54" and mail to:  
Boskone 54, Attn: Souvenir Book, P.O. Box 809, Framingham, MA 01701

##### To pay by credit card or PayPal

1. Go to [store.nesfa.org](http://store.nesfa.org)
2. Click the "Boskone" menu item on the left
3. Click the "Advertise with Boskone" menu item on the left
4. Be sure to choose the appropriate ad size from Professional or Fan rate drop down menu

Questions? Email [b54ads@boskone.org](mailto:b54ads@boskone.org)

#### ABOUT BOSKONE®

Boskone is an annual, regional Science Fiction convention, running in 2017 from February 17 to 19 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 54th convention we're expecting over 1000 people to attend. Visit [www.boskone.org](http://www.boskone.org).

#### ABOUT THE SOUVENIR BOOK

The Boskone Souvenir Book contains articles about Boskone and its Guests of Honor — this year including writer Brandon Sanderson and artist Dave Seeley. The piece is given to all attendees at Boskone, and mailed to all non-attending members.

- 8.5" x 11"
- color cover and grayscale interior pages

