



DENVENTION 3

THE 66TH WORLD SCIENCE FICTION CONVENTION

Convention Program – Electronic Mechanical Specifications

**Reservation deadline
is April 30, 2008**

**Deadline for ads
is May 25, 2008**

E-Mail Delivery:

- Recommended that files are compressed (either .sit or .zip format).
- The total for attached files in an e-mail can not be more than **7 MB** in size.
- E-mail to: advertising@denvention.org

FTP Delivery:

Here are the instructions:

1. Start an FTP client. Depending on which client you use, you may need to issue: **open kunatri.pair.com** once you type ftp.
2. Username: **denver08_ads**
Password: **denvention**
Host Name or Server Address: **kunatri.pair.com**
3. Upload page(s)
4. Quit from FTP

Please compress the ad file (or files) into a .zip or .sit file and use this naming sequence:

your_company.adname.date_of_creation.zip (or .sit)
(example: **eos.bujold.080325.zip**)

This way we can tell from the file name what's in the ad and when you sent it.

Mail Delivery:

Mail artwork to:

Denvention 3
3403 High Vista Drive
Dallas, TX 75234-7923

Supported File Formats:

- Adobe PDF (**Preferred**)
(High Resolution/Print Ready/Fonts Embedded)
- Adobe InDesign CS or higher
- Adobe Photoshop CS or higher
- Adobe Illustrator CS or higher
- High Resolution JPEG or TIFF file
(300 dpi at 100% of original artwork size)

Non-Acceptable File Format:

- *Microsoft Word files*
- *Low resolution image files*
(JPEG, TIF, GIF, etc.)

Fonts:

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

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 & white (gray scale).
Color ads are NOT available to eighth page ads.

Bleed: Ads DO NOT BLEED

Line Screen: 150

Media:

CD-ROM or DVD

Unless requested, CDs or DVDs will not be returned

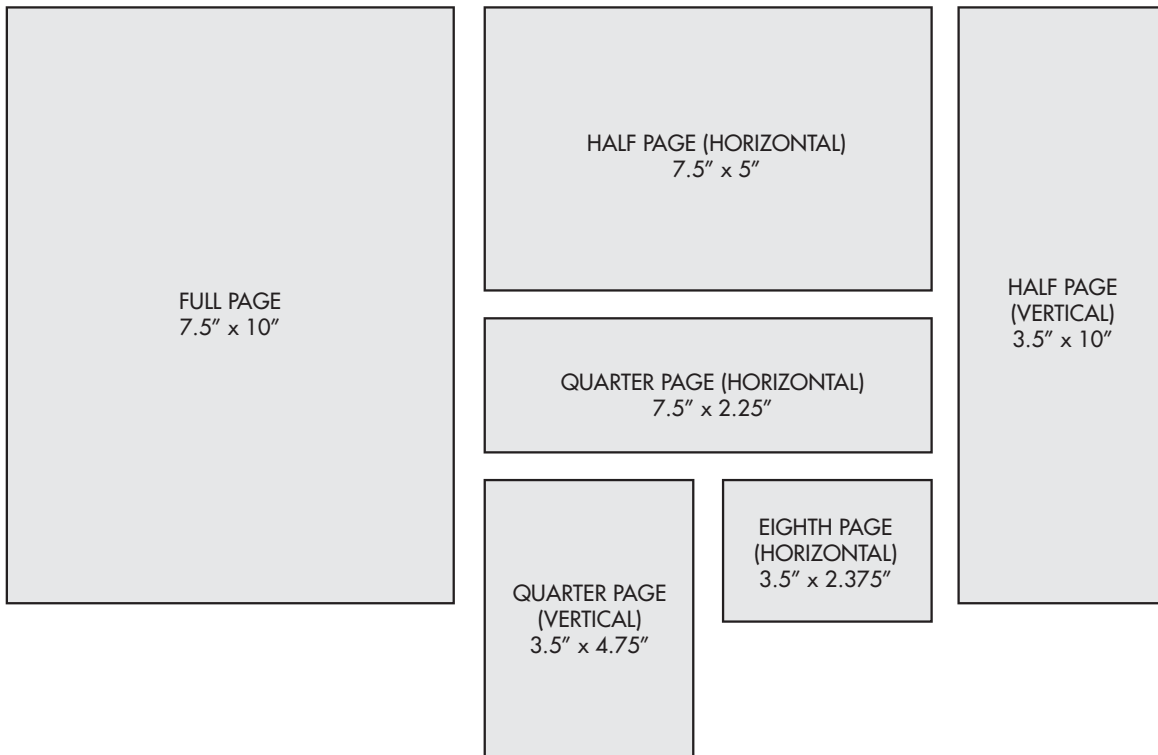
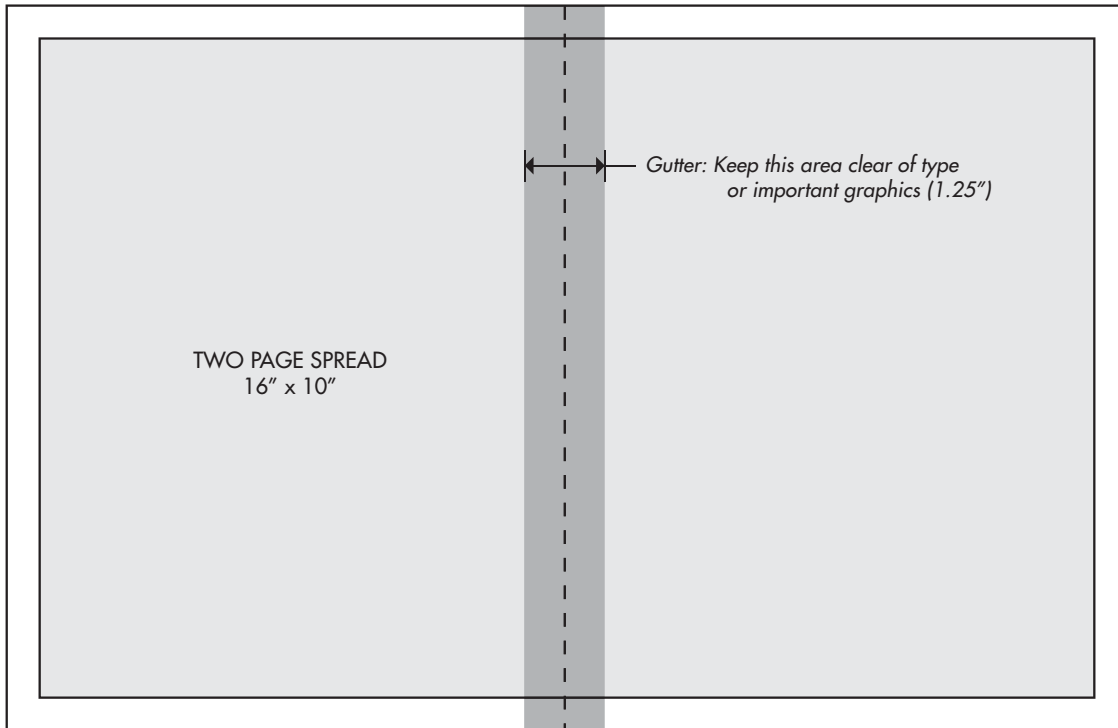
Disclaimer:

Ads not conforming to the specifications listed here will be subject to revision by the sender.

ad sizes: see next page

Convention Program – Ad Sizes

Outer page edge



ad rates: see next page



Convention Program – Ad Rates

This is the ad rate chart for the 2008 Worldcon Program/Souvenir Book. Rates are in US dollars, and may be subject to change. If you have any questions about rates not shown here, please e-mail us at souvenirbook@denvention.org.

SIZE	COLOR	PROFESSIONAL	SEMI-PRO	FAN
Two Page Spread	Color	\$2,400	\$1,600	\$1,000
	Black & White	\$1,600	\$800	\$400
Full	Color	\$1,200	\$800	\$500
	Black & White	\$800	\$400	\$200
Half	Color	\$700	\$500	\$300
	Black & White	\$500	\$250	\$125
Quarter	Color	\$400	\$300	\$200
	Black & White	\$300	\$150	\$75
Eighth	Color	N/A	N/A	N/A
	Black & White	\$200	\$100	\$50

★ Please remit payment to: Denvention 3, Attn: Brian Morman, PO Box 1349, Denver, CO 80201 ★

* Special placement premiums

- Inside front cover (color only): add \$2,200
- Inside back cover (color only): add \$2,200
- Other special placement: add \$150 per ad

* Discounts

- 10% for 4-7 ads (including insertions in the progress reports)
- 15% for 8 or more ads (including insertions in the progress reports)

Please e-mail us at souvenirbook@denvention.org with requests for special processing (include a full description of what is desired). Information on availability and costs will be sent to you as soon as possible.

The souvenir book will be distributed to all members of Denvention 3. Print run is expected to be **5,500** copies. For more information, contact souvenirbook@denvention.org.

Professional rates apply to fully commercial, for-profit organizations employing full-time staff. **Semi-pro rates** apply to businesses run part-time by owners, small press publishers, charities, and other groups that promote the World Science Fiction Society's interest in literacy and science education. **Fan rates** apply to conventions, clubs, and fanzines: non-profits organizations with no salaried staff.