

Diane Blackwood
Director of Publications
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CHICAGO IL 60664

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Rates for the Chicon 2000 Souvenir Program Book

Mail all ads and payment to the Chicon 2000 post office Box (PO Box 642057, Chicago IL 60664) or call Diane Miller Blackwood at (773) 202-8081, or fax to (773) 202-8082, or e-mail dmiller@megsinet.net to make other arrangements.

Black and White Advertising Rates:

Commercial Advertising Rates for Black and White Ads:

Full page	\$500.00
2/3 page	\$400.00
1/2 page	\$325.00
1/3 page	\$250.00
1/4 page	\$200.00
Inside Cover	\$750.00

Semi-Pro/Educational

Advertising Rates for Black and White Ads:

Full page	\$375.00
2/3 page	\$300.00
1/2 page	\$250.00
1/3 page	\$200.00
1/4 page	\$175.00
Inside Cover	N/A

Fan Advertising Rates for Black and White Ads:

Full page	\$175.00
2/3 page	\$165.00
1/2 page	\$150.00
1/3 page	\$140.00
1/4 page	\$125.00
Inside Cover	\$N/A

Color Advertising Rates

A limited amount of four color advertising space is available for full page advertisers only and only at Commercial rates, including the inside front or back cover.

Commercial Advertising Rates for Color Ads:

Full page interior	\$750.00
Inside Front Cover	\$1,000.00
Inside Back Cover	\$1,000.00

* Full color will only be offered on internal pages if enough interest is shown to warrant the printing cost.

Copy Deadline:

Space reservations: April 30, 2000. Ad copy deadline is May 31, 2000, ads received after that date will **not** be published and the ad copy will be returned (and my editor will strangle me).

Submission:

Program Book ad copy should be submitted to:

Diane Blackwood, Chicon 2000 Director of Publications
Box 642057, Chicago, IL 60664-2057

A maximum 8"x10" BLEED.

Other standard sizes would limit WIDTH to no more than 7-1/2".

2/3 page:

7-1/2" W x 6-1/2"H
4-7/8" W x 9-7/8"H

1/2 page:

7-1/2" W x 4-13/16"H
3-5/8" W x 9-7/8" H

1/3 page:

7-1/2" W x 3-3/16"H
4-7/8" W x 4-13/16"H
2-3/8" W x 9-7/8" H

1/4 page:

7-1/2" W x 2-3/8" H
4-7/8" W x 3-5/8"H
3-5/8" W x 4-13/16"H
2-3/8" W x 7-5/16" H