



NEW YORK SCIENCE FICTION SOCIETY -

the Lunarians, Inc.

Post Office Box 3137

New York, NY 10163-3137

Package Address: 450 Lexington Avenue #3137, New York, NY 10017-9405

LUNACON 2017

April 7 - 9, 2017

January 2017

Dear Advertiser:

In the mid-1950's, a number of well known science fiction fans based in the New York Metropolitan area, decided the time was right to start a new science fiction club. The club they formed was named the *New York Science Fiction Society – the Lunarians, Inc.* As the club grew in size and stature, this same group of people, in 1957, organized and ran the first **LUNACON**, the New York Regional Science Fiction Convention. Since last year, **LUNACON** is now run by the *New York Science Fiction Society – the Lunarians (2), Inc.*, a revitalized and reorganized version of the group that ran **LUNACON** in the past. **LUNACON 2017** will be the *Lunarians'* 59th Convention — and it is better than ever! There is no better way to reach your specialized audience than by placing an ad in the **LUNACON 2017 Souvenir Book**.

LUNACON 2017 will be held at a new/old hotel, the luxurious and spacious Westchester Marriott in Tarrytown, New York, our home from 1986 through 1990, which is a short trip north of New York City in Westchester County, over the weekend of April 7 - 9, 2017. Our *Guests of Honor* are **Ben Bova**, **Bob Eggleton**, **Marianne Plumridge**, **Roberta Rogow** and *Musical Guests* **Boogie Knights**.

Many others will be participating in our programming which will cover a wide range of topics and go well beyond the confines of science fiction and fantasy. In addition, we will have a masquerade, movies, Animé, Dealers' Room, Books and More Exhibit and Raffle (surplus funds from the raffle are added to the *Lunarians'* **Donald A. and Elsie B. Wollheim Memorial Scholarship Fund**), gaming, filksinging, concerts, Opening Ceremonies, a Regency Dance, one of the best Art Shows in the country and many other special events that can only be found at a **LUNACON!**

Enclosed is a copy of our **Souvenir Book Rate Card** which contains all the important information about placing advertising in the **LUNACON 2017 Souvenir Book**, including technical requirements, rate information and deadlines.

The **LUNACON 2017 Souvenir Book** will have a print run of at least 750 copies, and will have a trim size of 8 ½" x 11". The interior pages will be printed on a white 50 lb. text stock, with a sturdy 4 color gloss cover featuring artwork by *Guests of Honor* Bob Eggleton and Marianne Plumridge.

The full page *Pro Rate* for black and white advertising is \$160.00. Other rates and available are: \$100.00 for a half page, \$65.00 for a one-quarter page, and a Business Card sized as is \$45.00. Covers 2 and 3 are available for \$200.00 each and the Center Spread is \$320.00. A limited amount of color advertising can be accommodated, starting with Cover 2 and Cover 3, but only if there is enough interest. The *Pro Rate* for a four color ad on Covers 2 or 3 is \$475.00. Please contact us as soon as possible if you are interested. The *Fan Rates* are \$65.00 for a full page, \$45.00 for a half page, \$25.00 for a one-quarter page and \$20.00 for a Business Card sized ad. Fan Rate advertising is available in black and white *only*. Your full payment for any Fan Rate advertising *must* be mailed at the same time your electronic ad copy is sent. If you are sending your Fan Rate ad as hard copy or on a disk, your payment *must* accompany your materials. Please see the enclosed Rate Card for full information, eligibility for the Fan Rate, mechanical and material requirements and shipping instructions. If you would prefer to run an insert, please contact us immediately for full details.

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The deadline for all space reservations is **February 24, 2017**, and the deadline for the receipt of materials is **February 28, 2017**. Please contact us if these dates present any problems. We will try to accommodate your individual circumstances as much as possible, but we cannot guarantee that we will give you the additional time that you might need.

An ad in the **LUNACON 2017 Souvenir Book** will reach an audience of over 700 active science fiction, fantasy and gaming fans. These people are part of the core audience for your product and are a group you can no longer afford to miss. When you place an ad in our **Souvenir Book**, you will be generating additional awareness and word-of-mouth for your product, from both its primary and pass-along circulation. In this age of reduced budgets, it is important to concentrate your expenditures in areas that will deliver your specialized audience at the lowest possible cost.

As one of the oldest and continually successful science fiction conventions in the Eastern part of the country, the **LUNACON 2017 Souvenir Book** offers you an exceptional way to stretch your limited advertising dollar.

If you have any questions or comments, please feel free to call me at 1-718 336-3255 or 1-347 729-6051. Please leave a message if I am not available. Your call will be returned as soon as possible. If you prefer, you can also reach me by e-mail at advertising@2017.lunacon.org.

Thank you for your time and cooperation. We are looking forward to working with you.

Sincerely,

Mark L. Blackman
LUNACON 2017 Souvenir Book
Advertising Director/Editor
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Phone: 1-718 336-3255, 1-347 729-6051