



LUNACON 2017

Souvenir Book Rate Card

Effective January 2017



LUNACON is the principal regional convention of Science Fiction and Fantasy fans in the New York Metropolitan area, 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. 2017 will mark our 59th Convention. **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**. These special guests and many writers, editors, artists and others in the field will participate in our regular 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 will be added to the *Lunarians' Donald A. and Elsie B. Wollheim Memorial Scholarship Fund*), gaming, filksinging, concerts, Opening Ceremonies, one of the best convention Art Shows in the country plus many special events that can only be found at a **LUNACON**.

The **LUNACON 2017** Souvenir Book will reach an audience almost exclusively composed of science fiction, fantasy and gaming fans. The interior pages will be printed on a white 50 lb. text stock, with a sturdy, gloss cover. We have a limited capacity for two or four color advertising for interested advertisers. This guaranteed collector's item will be distributed to all attendees at the Convention and mailed to those members who do not attend.

Personnel:

Advertising Director/Editor: Mark L. Blackman
Publications Designer: Wendy Sheridan
Production Manager: Stuart C. Hellinger

For further information on the availability of other color advertising pages, please contact the Advertising Director.

B&W Advertising Rates:

<u>Space:</u>	<u>Fan Rate:</u>	<u>Pro Rate:</u>
Full Page	\$65.00	\$160.00
1/2 Page	\$45.00	\$100.00
1/4 Page	\$25.00	\$65.00
Cover 2	N/A	\$200.00
Cover 3	N/A	\$200.00
Center Spread	N/A	\$320.00
Business Card	\$20.00	\$45.00

Bleed And Inserts:

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

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.**

<u>Space:</u>	<u>Fan Rate:</u>	<u>Pro Rate:</u>
Cover 2	N/A	\$475.00
Cover 3	N/A	\$475.00

Explanation and Application

of the Fan and Pro Rates:

The Fan advertising rate applies to fan organizations, conventions (including Worldcon bidders) and other fan, non-commercial, activities. Any ad submitted under this rate must be from such an organization and can only be promoting or offering information about itself and/or its activities, including fund raising, membership rates and information. A very limited amount of fan advertising space may be offered to other groups similar to ours in trade. Please contact us if you are interested.

*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.*

The Pro advertising rate applies to all other individuals, businesses and organizations.

If you are unsure whether or not the Fan rate applies to you, please contact us and describe your situation.

Mechanical Requirements:

<u>Non-Bleed:</u>	<u>Wide:</u>		<u>Deep:</u>
Gutter Bleed Spread	16"	x	10"
Page	7 1/2"	x	10"
1/2 Page Vertical	3 5/8"	x	10"
1/2 Page Horizontal	7 1/2"	x	4 7/8"
1/4 Page	3 5/8"	x	4 7/8"
Business Card (vertical)	2"	x	3 1/2"
Business Card (horizontal)	3 1/2"	x	2"

Bleed:

2 Page Spread	17 1/4"	x	11 1/4"
Page	8 5/8"	x	11 1/4"
Covers 2 & 3	8 5/8"	x	11 1/4"

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

Printing Specifications:

Trim Size:	8 1/2" x 11"
Binding:	Saddle stitched
Printing Method:	Offset

Preferred Materials:

Ads can be accepted in hardcopy or in electronic format (fully packaged InDesign files, TIF, PDF, EPS, or JPG files). Electronic format is preferred. All fonts should be imbedded, unless InDesign package is supplied.

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. All four color ads should be in CMYK format.

Closing Dates:

Space reservations:	February 24, 2017
Final closing date for all materials:	February 28, 2017

Commissions and Discounts on Pro Rate:

15% of gross will be allowed to recognized advertising

agencies on space and position. No commission 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 30 days. After 90 days, collection procedures will be instituted with all costs of collection charged back to the advertiser and/or its agency.

We will collect a minimum \$40.00 service fee for each returned check.

Distribution:

Over 700 copies will be distributed. Print run will be a minimum of 750.

LUNACON 2017 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 **LUNACON 2017** indicates your acceptance of all the conditions of this rate card.

Please make all checks payable to:

THE LUNARIANS (2).

Send All Correspondence,
and Electronic Materials To:

advertising@2017.lunacon.org

Address All Insertion Orders, Camera Ready
Copy, and All Files on a Disk To:

LUNACON 2017

Attn: Souvenir Book Advertising
450 Lexington Avenue #3137
New York, NY 10017-9504
Phone: 1-718 336-3255
1-347 729-6051

E-mail: *advertising@2017lunacon.org*



"Lunacon" is a service mark and the Wally Wood Loonie Logo is a trademark of the New York Science Fiction Society – the Lunarians (2), Inc., a New York State Not-For-Profit educational organization for their annual New York Metropolitan Area science fiction convention.