

# I-CON 24 Advertisement Form

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Please Highlight or Circle which ad(s) you wish to purchase. Please contact us at marketing@iconsf.org, or 631-632-6045 if you are interested in a cover or centerfold ad. The deadline for each publication is in parenthesis next to the title. If you do not provide camera ready artwork or graphics sizeable to the correct dimensions, you must submit your ad one week prior to the listed deadline. If you want ICON to create your ad from contents of a web site or using graphics and text supplied to us, there is a minimum \$20 or 15% surcharge, whichever is greater. (Note: Most non-camera ready ads that are not electronically submitted will be assessed this surcharge. Ads with no graphics or that are being reused from a previous I-CON publication will not be surcharged). Please contact us in advance if you are planning on sending us an ad within 1 week of the deadline listed.

**Multiple Ad Discount:** For each additional ad beyond the first purchased, you may take 5% off of the total cost of your ad order (maximum cost reduction of 15% for 4 ads purchased). Note that while your ads may be of varying sizes, they must all be purchased at once to be eligible for this discount.

<b>Fall Newsletter</b> 10/26/04 (mailed, approx. 7000 copies)			<b>Spring Newsletter</b> 2/8/05 (mailed, approx. 15000 copies)		
Type of Advertisement	Rates	Dimensions (WxH)	Type of Advertisement	Rates	Dimensions (WxH)
Full Page	\$350	7x9.375	Full Page	\$400	7x9.375
Half Page	\$225	3.5x9.625 or 7x4.875	Half Page	\$250	3.5x9.625 or 7x4.875
Third Page	\$170	7x3.125 or 3.5x6.25	Third Page	\$190	7x3.125 or 3.5x6.25
Quarter Page	\$130	3.5x4.5	Quarter Page	\$150	3.5x4.5
Sixth Page	\$90	3.5x3.125	Sixth Page	\$100	3.5x3.125
Eighth Page	\$75	3.5x2.25	Eighth Page	\$85	3.5x2.25
Inside Front Cover	\$500	7x9.375	Inside Front Cover	\$600	7x9.375
Inside Back Cover	\$500	7x9.375	Inside Back Cover	\$600	7x9.375
Outside Back Cover (half of back cover)	\$350	7x4.875	Outside Back Cover (half of back cover)	\$600	7x4.875

All advertisement dimensions are in inches

<b>Program Book</b> 3/15/05 (approx. 7000 copies)			<b>Pocket Schedule</b> 3/29/05 (approx. 7000 copies)		
Type of Advertisement	Rates	Dimensions (WxH)	Type of Advertisement	Rates	Dimensions (WxH)
Full Page	\$450	7.5x9.75	Full Page	\$400	7x9.375
Half Page	\$300	7.5x4.75 or 3.625x9.75	Half Page	\$250	3.5x9.625 or 7x4.875
Third Page	\$225	7.5x3.25 or 3.75x6.5	Third Page	\$190	7x3.125 or 3.5x6.25
Quarter Page	\$175	3.625x4.75	Quarter Page	\$150	3.5x4.5
Sixth Page	\$120	3.625x3.25	Sixth Page	\$100	3.5x3.125
Eighth Page	\$100	3.625x2.25	Eighth Page	\$85	3.5x2.25
Inside Front Cover	\$700	8x10.5	Inside Front Cover	\$600	7x9.375
Inside Back Cover	\$700	8x10.5	Inside Back Cover	\$600	7x9.375
Outside Back Cover	\$800	8.5x11			
Centerfold	\$1,000	15.5x9.75			

Please Note: Quark Xpress files are not acceptable file formats for electronically submitted ads. Microsoft Word documents are only acceptable if your ad is text-only with no graphics. Additionally, non-standard fonts may not appear correctly in the ad. Preferred ad format is Photoshop (.PSD). Also Accepted: Acrobat (.PDF), Windows Metafile (.WMF), JPEG (.JPG), Windows Bitmap (.BMP), Tagged Image File Format (.TIFF, .TIF). Ads that do not conform to the appropriate dimensions will be resized so that neither the height nor the width are greater than that of the ad dimensions. In this case, your ad may contain less area than the dimensions of the original space purchased.

For more information, or to place an ad, please contact David Cortijo at 631-632-6045, marketing@iconsf.org, or mail in this form with your check, and ad copy (electronic or hard copy) to:

Ad Sales  
 I-Con Science Fiction, Inc.  
 P.O. Box 550  
 Stony Brook, NY 11790