

I-CON 25 Advertisement Form

Company Name: _____
 Street Address: _____
 City, State, Zip: _____

Contact Person: _____
 Phone Number: _____
 Email 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.

Program Book (approximately 7000 copies)		All ads due by 2/21/06
Type of Advertisement	Rates	Dimensions (Width x Height)
Full Page	\$450	7.5" x 9.75"
Half Page	\$300	7.5" x 4.75" OR 3.625" x 9.75"
Third Page	\$225	7.5" x 3.25" OR 3.75" x 6.5"
Quarter Page	\$175	3.625" x 4.75"
Sixth Page	\$120	3.625" x 3.25"
Eighth Page	\$100	3.625" x 2.25"
Inside Front Cover	\$700	8" x 10.5"
Inside Back Cover	\$700	8" x 10.5"
Outside Back Cover	\$800	8" x 10.5"
Centerfold	\$1,000	16" x 10.5" spread

Pocket Schedule (approximately 7000 copies)		All ads due by 3/8/06
Type of Advertisement	Rates	Dimensions (Width x Height)
Full Page	\$400	7" x 9.375"
Half Page	\$250	7" x 4.5" OR 3.5" x 9.375"
Third Page	\$190	7" x 3" OR 3.5" x 6"
Quarter Page	\$150	3.5" x 4.5"
Sixth Page	\$100	3.5" x 3"
Eighth Page	\$85	3.5" x 2.25"
Inside Front Cover	\$600	7" x 9.375"
Inside Back Cover	\$600	7" x 9.375"

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, Nonstandard 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