

AD REQUEST FORM

Check desired ad for submission. Please use a separate form for each ad.

Program Book

Large Program Book (Full-color) - Portrait orientation

- Interior Full-Page: \$1,500
- Interior Half-Page: \$750
- Interior Quarter-Page: \$375

Pocket Guide

Small Pocket Guide (Full-color) - Landscape orientation

- Interior Full-Page: \$600

See AD RATES and AD SPECIFICATIONS for more information.



Contact Information:

Name: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

E-mail: _____

Subject of ad (and name of file if possible): _____

Mail this form and your check payable to Bouchercon 2020 to:

Bouchercon 2020
P.O. Box 1789
Loomis, CA 95650

Deadline to reserve advertising: May 1, 2020. **Ad space reservations cannot be accepted after May 1, 2020.**

Artwork is due: June 15, 2020.

See AD SPECIFICATIONS for submission requirements.

Please send artwork files to: ProgramBook@Bouchercon2020.org



AD RATES

Large Program Book - 8.5 x 11 (portrait)

The large, spiral-bound book provides all attendees and sponsors an in-depth guide to assist in managing and enjoying their Bouchercon 2020 experience. In addition to features, profiles and nominees, the book includes the following:

- Full-color design
- Events and panel schedules
- Information about official Bouchercon 2020 charity
- Convention hotel floorplans
- Booksellers and vendors, and much more

Pricing (all full-color):

Interior Full-Page: \$1,500

Interior Half-Page: \$750

Interior Quarter-Page: \$375

Small Pocket Guide - 5.5 x 4 (landscape)

The small, booklet conveniently fits in the badge holder and provides all attendees and sponsors an at-a-glance guide to Bouchercon 2020. The booklet will feature:

- Full-color cover (both outside and inside)
- Events and panel schedules
- Convention hotel floorplans

Pricing (full-color):

Interior Full-Page: \$600

Ad space reservations cannot be accepted after May 1, 2020.

All prices are in US\$.

Please make checks payable to:
Bouchercon 2020

Checks for ad payments should be sent to:

Bouchercon 2020
P.O. Box 1789
Loomis, CA 95650

**See AD SPECIFICATIONS
page for file requirements.**

AD SPECIFICATIONS

Large Program Book - 8.5 wide x 11 tall (portrait)

Interior Full-Page: 7.25" wide x 9.75" tall (no bleed)

Interior Half-Page Horizontal: 7.25" wide x 4.75" tall (no bleed)

Interior Half-Page Vertical: 3.5" wide x 9.75" tall (no bleed)

Interior Quarter-Page: 3.5" wide x 4.75" tall (no bleed)

Small Pocket Guide - 5.5 wide x 4 tall (landscape)

Interior Full-Page: 5" wide x 3.5" tall (no bleed)

Specifications for ad submission:

All ad files must be in CMYK (cyan, magenta, yellow and black) not RGB (red, green, blue) and no spot colors.

All fonts used in your ad must be outlined.

Submit files as PDF or JPEG or TIF @ 300 DPI

Do not supply your ad with crop marks, bleed marks, registration marks, color bars or page information.

For all submissions, please include subject of the ad (name of file if possible) and your contact information in case we have any questions or concerns about your files.

Final art for ads should be submitted to:

ProgramBook@Bouchercon2020.org

If your file is very large (20MB+), please contact the above email address for alternative delivery options such as using Dropbox or Hightail.

**Final artwork for ads, plus payment,
must be received no later than:
June 15, 2020**



Ad space reservations cannot be accepted after May 1, 2020.

Ad placement is run-of-the-book. Earlier payments get first consideration.

All prices are in US\$.

Please make checks payable to:

Bouchercon 2020

Checks for ad payments should be sent to:

Bouchercon 2020

P.O. Box 1789

Loomis, CA 95650

www.Bouchercon2020.org