



Detcon1

2014 North American Science Fiction Convention

www.detcon1.org

July 17—20, 2014

Renaissance Center

Marriot

Detroit, MI

Advertisers

Specification Sheet

Please direct questions to:

advertising@detcon1.org

or

publications@detcon1.org

Advertising in the Detcon1 Souvenir Program

Driving the Future is proud to bring you Detcon1, the 2014 North American Science Fiction Convention, as voted on by the members of the 2013 World Science Fiction Convention. NASFICs are held each year the World Science Fiction Convention is not held in North America. Detcon1 expects around 1200 attendees from a broad range of fandom.

This is a great opportunity for advertisers to reach the most diverse community of fans ever assembled because of our broad range of programming embracing Science, Technology, Gaming, Making, Film, Comics, Art, Costuming, Music, and Literature. In addition, fans and fan groups are welcome to submit personalized ads and well wishes — just follow our ad specs (page 3).

The Souvenir Program is distributed at registration to each individual attendee. It contains valuable information about convention programs, our guests and presenters, suggestions on what to do and see while in Detroit, our dealers and artists, and a host of valuable information that every attendee will carefully peruse.

The program will contain 60 to 80 black and white interior pages, a beautiful glossy cover, and full page and half page color inserts. We will also include a “card connections” section that accommodates ads and wishes of a very affordable business card size.

In this packet you will find deadlines, copy submission guidelines, advertising classifications, rates, and payment guidelines. If you do not see the answer to your question here, do not hesitate to contact:

Anne Evans, Ad Sales
advertising@detcon1.org



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Souvenir Program

The Souvenir Program offers advertising opportunities in a wide range of sizes. Submission rates and deadlines are listed below. Consult page 3 for copy guidelines and page 4 for payment information.

Deadlines:

Reserve By: Send Art by: Payment by:

05/15/2014 06/01/2014 05/15/14

Advertising Classes:

Pro: This rate applies to all commercial, for-profit organizations employing full-time staff other than the owner.

Semi-Pro: This rate applies to businesses run by their owner, with no other employees; small press publishers, artists, charities, and other groups promoting science education, art, or literacy.

Fan: This rate applies to all non-profit organizations run solely by volunteers, fan-run conventions, clubs, fanzines, and fans.

Rates:

Size (hwxw)	Fan	Semi-Pro	Pro
Inside Front/Back Cover (11x8.5) Full Color—Glossy	N/A	N/A	\$1,000
Interior Full Page (11x8.5) Full Color	\$200	\$400	\$800
Interior Full Page (11x8.5) Black and White	\$100	\$200	\$400
Half Page Horizontal (5.5 x8.5) Full Color	\$80.00	150.00	\$325.00
Half Page Horizontal (5.5x8.5) Black and White	\$65.00	\$125.00	\$250.00
Quarter Page Vertical (5.5x4.24) Back and White Only	\$40.00	\$75.00	\$150
Business Card (2x3.5) - B/W Only	\$20.00	\$30.00	\$40



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Copy Submissions

Driving the Future wants your advertising dollars to be well spent and represent your interests in the best format possible. Please adhere to these guidelines to ensure your ad is well received by all who see it.

Format:

Please send only press-ready art in an electronic format to:
publications@detcon1.org.

Files should be 100% of their printed size and be at 300 dpi.

Files must be PDF, TIF, hi-res JPG, or EPS formats.

Do not send low-res JPG, GIF or Word file formats.

PDF files are to be saved as “press quality.”

It is recommended that all files be sent zipped and not to exceed 10 MB.

If your ad exceeds the file limitations please contact us at advertising@detcon1.org to make arrangements for an alternate form of delivery.

Color:

All color graphics should be saved in CMYK format.

All B&W graphics should be saved in Grayscale or other dedicated B&W format.

All images in PDFs need to be embedded.

All fonts are to be embedded.

The Rest of the Guidelines:

Driving the Future reserves the right to refuse any ad, on any basis.

All images submitted must have the right to copy and distribute.

Driving the Future will not be held responsible for copyright infringement.

Files which do not meet these guidelines will be returned. A correct version of the file will need to be received by the submission deadline for your ad to print.

Failure to make a timely payment will result in your ad not being run.

Please understand our need to be absolute regarding deadlines.



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Payment Information and Terms

1) Contact advertising@detcon1.org and include the following information:

The name of your organization.

The rate classification (fan, semi-pro, or pro).

The size ad you would like placed.

An e-mail where you can be easily reached.

A phone number where you can be reached.

2) You will receive a confirmation email/invoice with the total amount due.

3) Payment may be made by check or by Paypal.

4) Checks are to be made out to Driving the Future, Inc. and should be mailed to:

Detcon1 Advertising

907 Hillside Ct.

Ypsilanti, MI 48197

5) To pay via Paypal go to www.paypal.com and make payment to **paypal@detcon1.org**.

6) Once payment is received you will be sent a confirmation email.

7) Artwork may be sent to: publications@detcon1.org.