

# BOSKONE 48 SOUVENIR BOOK

## ADVERTISING INFORMATION

### DEADLINES

DUE DATE FOR RESERVING AD SPACE:

December 20, 2010

DUE DATE FOR SENDING ADS:

January 8, 2011

DUE DATE FOR PAYMENT:

January 8, 2011

We cannot guarantee that any changes received after January 10 will be included in the Program Book.

### AD SPECS

- Ads should be submitted as PDF or TIFF files
- Embed all fonts in the files
- Art should be at least 300dpi at 100% of printed size
- Line art (i.e. rasterized text, line drawings) should be at least 600 dpi at 100% of printed size to avoid a "fuzzy" appearance
- All interior ads should be in greyscale mode. No rich blacks, spot colors, or RGB elements. The back cover ad should be in CMYK format.

If you send files which do not meet the above requirements, your ad may not print correctly. If special processing is required, you may be subject to extra charges.

### AD SUBMISSION

Email ad files to: [b48ads@boskone.org](mailto:b48ads@boskone.org) or

Mail a CD with ad file to the Souvenir Book Editor:  
Tony Lewis, 24 Wheeler Lane, Natick, MA 01760-1842

Cannot send/create a PDF or TIFF?  
Contact [b48ads@boskone.org](mailto:b48ads@boskone.org) for details.

### AD DIMENSIONS



FULL PAGE / INSIDE COVER / BACK COVER  
8" wide x 10.5" high



HALF PAGE— HORIZONTAL  
8" wide x 5.125" high



HALF PAGE—VERTICAL  
3.875" wide x 10.5" high



QUARTER PAGE  
3.875" wide x 5.125" high



QUARTER PAGE—TALL  
2.5" wide x 8" high

### AD RATES

	PRO	FAN
back cover (color)	\$465	\$325
back cover (greyscale)	\$385	\$250
inside cover	\$310	\$200
full page	\$245	\$80
half page	\$145	\$50
quarter page	\$85	\$30

### TO RESERVE AN AD

To reserve ad space or determine availability of cover pages, please email [b48ads@boskone.org](mailto:b48ads@boskone.org) by December 20, 2010.

Subject to availability, we will place ads on the right hand page, unless you request other placement.

Send payment by January 8, 2011, payable to Boskone 48. Mail to:  
Boskone 48  
P.O. Box 809  
Framingham, MA 01701