

WORLD FANTASY CONVENTION PROGRAM 2005

CONVENTION DATES: November 3-6, 2005

Advertising Rates and Information Guide

Full Page Ads (7" x 10", Full Bleed 8.625" x 11.25")

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| Four Color Ads Four Color Design & Production provided by WFC | \$750.00 \$900.00 |
| Black & White Black & White Design & Production provided by WFC | \$475.00 \$625.00 |

Half Page Ads (3.5" x 10" or 4.75" x 7")

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| Four Color Four Color Design & Production provided by WFC | \$450.00 \$525.00 |
| Black & White Black & White Design & Production provided by WFC | \$275.00 \$350.00 |
| Special Fan Rate for Half-Page Ads | \$100.00 |

Quarter Page Ads (3.4375" x 5")

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| Four Color (if space available) Four Color Design & Production provided by WFC | \$250.00 \$325.00 |
| Black & White Black & White Design & Production provided by WFC | \$150.00 \$225.00 |
| Specialty Press Section Rate (See sheet) | \$100.00 |

Eighth Page Ads (3.4375" x 2.25")

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| Black & White Black & White Design & Production provided by WFC | \$90.00 \$115.00 |
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Covers (7.5" x 10", Full Bleed 8.75" x 11.25")

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| Inside Covers: Four Color Only Four Color Design & Production provided by WFC | \$1100.00 \$1300.00 |
| Back Cover: Four Color Only Four Color Design & Production provided by WFC | \$1500.00 \$2000.00 |

SEND ALL INSERTION ORDERS AND MATERIALS TO:

WFC Program Book c/o Garcia Publishing Services
919 Tappan St, Woodstock, IL, 60098, USA
PHONE/FAX 815-338-5512 / www.gpsdesign.net
e-mail: garpubserv@aol.com

PAYMENTS SHOULD BE MADE OUT TO WFC-MADISON & SENT TO
WFC-Madison, P.O. Box 531, Cambridge, WI 53523-0561, USA.

**DEADLINE FOR ALL MATERIALS & PAYMENTS:
SEPTEMBER 1st, 2005**

World Fantasy Convention 2005 is the 31st annual World Fantasy Convention. It will take place in Madison, Wisconsin. This year's theme is "The Architecture of Fantasy & Horror." The hints of Frank Lloyd Wright's legacy in Madison inspired our interest in exploring the structure, art and form in fantasy and horror. The Guests of Honor include Terri Windling, Graham Joyce, Robert Weinberg, Kinuko Craft. The Toastmaster is Peter Straub. There is also a special celebration of Arkham House Publishers of Wisconsin.

Need an ad provided?

For your convenience, we offer a design service for a nominal fee for those who cannot provide Electronic files. (See chart on the left.)

Materials accepted

WFC Program Book is produced in a Macintosh environment. All computer files sent must be in a Macintosh format, or we will not guarantee the quality. All files must include all Fonts, EPS, Tiffs, etc. for proper output. For information about preparing your files for output contact Robert Garcia at 815-338-5512.

Electronic Files Only: Due to restrictions placed on us by our printer, all ads must be received in electronic format: They must be in Quark or InDesign application files, tiffs or Adobe Acrobat pdf files.

B&W & Color screens: maximum 175.

Media accepted: Jaz Disks, 100 Meg Zip Disks, CDs. Please enclose a Self-Addressed Stamped mailer for the proper return of your disk. *WFC Program Book* is not responsible for the return of disks sent without proper return material.

Additional Mac time to fix problems will be billed at \$75.00 per hour.

Each Ad must be accompanied by a laser proof.

Restrictions

Payment must be received and accepted before any advertisement is published.

The Convention reserves the right to reject any ad for any reason, and to determine who qualifies for fan or specialty press rate.