

WORLD SCIENCE-FICTION CONVENTION

BOX 1422, CHICAGO 90, ILLINOIS

Dear Convention Member:

With memberships now over five hundred, the Tenth Anniversary World Science-Fiction Convention is already the largest in science-fiction history. To do full justice to this event, we are planning an exceptional program booklet. This booklet will not be a multi-graphed throwaway or an offset pamphlet, but a program booklet printed on the highest quality glossy paper stock. Such features as a two-color cover, photographs of attending notables, and the numerous other features we are planning will make this booklet a collector's item.

As has been the custom in the past, fans are being given the first opportunity to secure space for themselves or their organizations in this booklet. In fact, in order to encourage every convention member to place an ad, we have slashed the rates in half for fans.

The following rates apply:

PROFESSIONAL RATES

Full page..... \$35.00
Half page..... \$20.00
Limit is half page.

NON-PROFESSIONAL RATES

Full page..... \$18.00
Half page..... \$ 9.50
1/4 page..... \$ 6.00
Booster..... \$ 2.00

Fans will also have the opportunity to place their photographs in the Program Booklet. Cuts furnished by fans ordering ads 1/4th page or larger will be included without extra charge.

The mechanical requirements for copy are the following:

Trim-size of page..... 6" x 9"
Print-size of page..... 5" x 8"
Print-size of half page.. 5" x 4"
Print-size of 1/4 page... 2½"x 2"

The booster ad may consist of a name and up to seven words, or a name printed twice as large.

Please enclose remittance with your copy.

Cordially yours,



Convention Committee Member

COPY DEADLINE JULY 31, 1952

By error the quarter page dimensions were given as $2\frac{1}{2}$ " x 2". This should be $2\frac{1}{2}$ " x 4".