



**AUSSIECON 4**  
**68<sup>TH</sup> World Science Fiction Convention**  
**Melbourne, Australia**  
**2 - 6 September 2010**

## **ADVERTISING AT AUSSIECON 4**

Aussiecon 4 will be the most important science fiction event worldwide in 2010. It is expected to attract a range of writers, artists, booksellers, publishers, film makers, editors, costumers, performers and enthusiasts from Australia and overseas who are interested in science fiction, fantasy and horror. This conference provides an ideal opportunity for you to promote to this target audience, for maximum exposure at extremely competitive rates.

Our full range of advertising opportunities is described below. For more information or to discuss your specific requirements please contact:

### **In Australasia**

Advertising Sales Manager  
Publications Division  
GPO Box 1212  
Melbourne, VIC, 3001  
  
Email :  
publications@aussiecon4.org.au

### **The Rest of the World**

TBA

### **Why You Should Advertise In Aussiecon 4 Publications**

- Aussiecon 4 members are writers, artists, booksellers, publishers, film makers, editors, costumers, performers, gamers and other enthusiasts – providing you the opportunity to reach thousands of potential new customers in those areas.
- Attendance is estimated to be 2,500 people
- Nearly a third of the attendees will be from overseas – primarily from the USA, UK, Europe, Canada, Japan and New Zealand – providing you with the opportunity to promote your business to potential new customers outside your geographic region.
- More than 3,500 copies of Aussiecon 4 publications will be distributed around the world both as electronic versions and printed booklets.
- Hundreds of people visit the Aussiecon 4 website daily. Many view or download the Progress Reports (newsletters) posted there.

## Member Progress Report

More than 3,500 copies of each edition of our Progress Reports are distributed to our members around the world either electronically or as printed booklets. The Progress Reports are also available as a free download from the Aussiecon 4 website, thus reaching an even wider audience than the Aussiecon 4 membership.

The advertising rates per issue for Aussiecon 4 Progress Reports are as follows:

US\$ Rates inclusive GST			
Dimensions	Pro	Semi-Pro	Fan
Full-page	\$600	\$300	\$150
Half Page (landscape)	\$400	\$200	\$100
Half Page (portrait)	\$400	\$200	\$100
Quarter page	\$250	\$120	\$60
<b>Inside front and back cover also available. Rates to be negotiated.</b>			
AU\$ Rates (rounded) inclusive GST			
Dimensions	Pro	Semi-Pro	Fan
Full-page	\$900	\$450	\$255
Half Page (landscape)	\$600	\$300	\$150
Half Page (portrait)	\$600	\$300	\$150
Quarter page	\$350	\$175	\$85
<b>Inside front and back cover also available. Rates to be negotiated.</b>			

Deadline For Final Copy	Publication Dates
Progress Report 2 - 4 January 2010	Progress Report 2 - 24 January 2010
Progress Report 3 - 10 April 2010	Progress Report 3 - 30 April 2010
Progress Report 4 - TBA	Progress Report 4 - TBA

See the Electronic Artwork Specifications section for information about how to submit your advertisement.

## Convention Souvenir Book

Our glossy, bound souvenir book will be distributed to all Aussiecon 4 convention members, guests, advertisers and sponsors. The souvenir book is a glossy, four-colour publication that is usually retained by members for future reference. The print run is 3,500 copies. Your advertisement in this publication is highly likely to be seen many times over by a wider audience than just current members.

AU\$ Rates						
Dimensions	Black and White			Colour		
	Pro	Semi-Pro	Fan	Pro	Semi-Pro	Fan
Full Page	\$1100	\$550	\$275	\$1980	\$1320	\$660
1/2 Page (landscape)	\$660	\$330	\$165	\$990	\$660	\$440
1/4 Page (portrait)	\$440	\$220	\$110	\$550	\$330	\$220
1/8 Page (portrait)	\$275	\$138	\$55	N/A	N/A	N/A
<b>Inside front and back cover available. Rates to be negotiated.</b>						
US\$ Rates						
Dimensions	Black and White			Colour		
	Pro	Semi-Pro	Fan	Pro	Semi-Pro	Fan
Full Page	\$1000	\$500	\$250	\$1800	\$1200	\$600
1/2 Page (landscape)	\$600	\$330	\$150	\$900	\$600	\$440
1/4 Page (portrait)	\$400	\$200	\$100	\$500	\$300	\$200
1/8 Page (portrait)	\$250	\$125	\$50	N/A	N/A	N/A
<b>Inside front and back cover available. Rates to be negotiated.</b>						

**Copy deadline for the souvenir book is 9 July 2010.**

See the Electronic Artwork Specifications section for information about how to submit your advertisement.

## Convention Registration Pack

More than 2,500 attendees are expected at Aussiecon 4. All members receive the Registration Pack. Opportunities to include inserts into the pack are available. Contact us to make sure your postcard, advertising material or other items are included.

AU\$ Rates			US\$ Rates		
Pro	Semi-Pro	Fan	Pro	Semi-Pro	Fan
\$500	\$250	\$0	\$N/A	\$N/A	\$0

Only two advertisers will have the chance to advertise their products on the Registration Pack bags. This collateral is an ideal opportunity to promote your product in a highly visible way. Contact us to secure these limited positions.

## Convention Badges

More than 2,500 attendees are expected at Aussiecon 4. All members receive a registration badge as part of the Registration Pack, which they must wear at all times during the conference. Your name and logo on the convention badge will be visible for the entire convention. This prime product placement opportunity is available to only one advertiser. Contact us to secure this position.

## Banners

Opportunities abound to have your banner displayed around the convention site in high traffic areas. The convention features a large Art Show, Dealers Room, and exhibit hall. Advertisers are required to provide the banner, either as a hanging or as a standee. Contact us for further details.

Prices in \$US, including GST, as at 30 September 2009. Rates are based on Australian dollars. Approximate prices in other currencies are provided for informational purposes only and may vary depending on the currency exchange markets.

If not paying in Australian dollars, the rate valid at the time you reserve your advertising space will apply.

The professional rate applies to all commercial, for-profit organizations employing full-time staff. The semi-pro rate applies to businesses run part-time by their owner, small press publishers, charities and other groups promoting WSFS' interests in literacy and science education. The fan rate applies to all genre-related non-profit organizations with no salaried staff, for example, fan-run conventions, clubs and fanzines.

## Payment

Payment can be made via the [PayPal](#) link on our website. We also accept payment via MasterCard and Visa credit cards. All credit card charges will be processed in Australian dollars. Make cheques payable to "Victorian Science Fiction Conventions".

Aussiecon 4  
GPO Box 1212  
Melbourne VIC 3001  
AUSTRALIA

Or by cheque to our US agent:  
Mark Linneman  
PO Box 221878  
Sacramento, CA 95822, USA

## **ELECTRONIC ARTWORK SPECIFICATION**

### **Ad Sizes**

- Quarter page (130mm high x 85mm wide)
- Half page (130mm high x 180mm wide)
- Full page (267mm high x 180mm wide)

### **Email Delivery**

- Compress files if possible (either .zip or .sit)
- Email attachments must be smaller than 7 MB
- Email to [editor@aussiecon4.org.au](mailto:editor@aussiecon4.org.au)

### **Supported File Formats**

- Adobe PDF (preferred)  
(High resolution/Print ready/Fonts embedded)
- High-resolution JPEG or TIFF file  
(300 DPI at 100% of original artwork size)

### **Unacceptable File Formats**

- Microsoft Word
- Low-resolution image files (JPEG, TIFF, GIF, etc.)

### **Fonts**

- Always use real typefaces. Do not use the application menu to apply styles (for example, Bold, Italic, Outline, Shadow, Underline)
- Include all supporting files that are placed (linked) in the files

### **Colour**

- Use CMYK. No PMS colours will be accepted. All other ads will be greyscale (black and white)

### **Bleed**

- Do not use bleed.

### **Media**

- Email, CD, or DVD. (Unless requested, CDs or DVDs will not be returned.)

**DISCLAIMER:** Ads not conforming to these specifications are subject to revision.

## ABOUT THE WORLD SCIENCE FICTION CONVENTION

Aussiecon 4, the 68<sup>th</sup> World Science Fiction Convention ("Worldcon"), will place Australia at the centre of the science fiction and fantasy world. The convention will be held 2-6 September 2010 at the Melbourne Convention and Exhibition Centre. Guests of Honour include award-winning author Kim Stanley Robinson, award-winning Melbourne artist Shaun Tan, and dedicated fan Robin Johnson.

Although the emphasis of the convention is on the literary side, all other forms, such as film, television, and comics, are included. The Worldcon annual convention brings together people, both professionals and fans, from all over the world who have an interest in the science fiction and fantasy genres. Programming includes panel discussions, lectures, science demonstrations, films, readings, and autographings.

Worldcons have been held each year since 1939 with the exception of four years during World War II. Locations have included the United States of America, Canada, Australia, Japan, England, Scotland, Germany, and The Netherlands. Science fiction and fantasy fans travel from all over the world to attend.

Aussiecon 4 is so named because it is the fourth Worldcon to be held in Australia and all have been held in Melbourne. Previous conventions (1975, 1985, [1999](#)) were widely acclaimed.

### Contact and General Information

**Convention Web Site:** <http://www.aussiecon4.org.au>

**Email Contact Information:** General information: [info@aussiecon4.org.au](mailto:info@aussiecon4.org.au)

Publications: [communications@aussiecon4.org.au](mailto:communications@aussiecon4.org.au)

Advertising Co-ordinator:

**Postal Contact Address:** Aussiecon 4  
The 68<sup>th</sup> World Science Fiction Convention  
GPO Box 1212  
Melbourne VIC 3001. Australia

### Membership Information:

Attending memberships cost \$275 for adults and \$50 for children under 16 until 31<sup>st</sup> August 2010. Children under 6 may alternatively attend free of charge as "Kids in Tow" (no childcare included). Ages are calculated as of 2 September 2010, the first day of the convention.

These rates cover full attendance at the convention and all of its events. Adult members also receive a range of publications and other items, plus voting rights in the Hugo awards and site selection for the 2012 Worldcon. Membership may be purchased online via the Aussiecon 4 website.

"World Science Fiction Society", "WSFS", "World Science Fiction Convention", "Worldcon", "NASFiC", "Hugo Award", and the distinctive design of the Hugo Award Rocket are service marks of the World Science Fiction Society, an unincorporated literary society.