

# BOSKONE 51 SOUVENIR BOOKLET



past covers

## ABOUT THE SOUVENIR BOOKLET

The Boskone 51 Souvenir Booklet will contain articles about Boskone and Boskone's Guests of Honor. It will be given to all attendees at con and mailed to all members who don't attend after the con. This year's guests include writer Seanan McGuire (aka Mira Grant) and artist David Palumbo.

The Souvenir Booklet will be 8.5 inches wide by 11 inches high, with a full color cover on glossy cover stock, and greyscale interior pages on uncoated paper.

## WHAT IS BOSKONE?

Boskone is an annual, regional Science Fiction convention, running in 2014 from February 14 to 16 at the Westin Waterfront, Boston, Massachusetts. We're the oldest SF convention in New England, and for our 51st convention we're expecting over 1000 people to attend. More information about Boskone can be found at [www.boskone.org](http://www.boskone.org).

## Deadlines

FOR RESERVING AD SPACE: **DECEMBER 6, 2013**

FOR EMAILING AD FILES: **JANUARY 3, 2014**

FOR SENDING PAYMENT: **JANUARY 3, 2014**

We cannot guarantee that any changes received after January 3, 2014 will be included.

## Ad File Specs and Dimensions

- Ads should be submitted as PDF or tiff files
- Embed all fonts used in the files
- Images should be at least 300ppi at 100% of printed size
- Line art (i.e. rasterized text, line drawings) should be at least 600 ppi 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. Be especially careful if making your ad in Word. A back cover ad in color should be in CMYK format.



**FULL PAGE OR  
INSIDE/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

If you send files which do not meet the above requirements, Boskone takes no responsibility for your ad's final appearance.

## 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

## Ad Reservation, Payment, and Submission

**To reserve ad space or determine availability of cover pages:**

email [b51ads@boskone.org](mailto:b51ads@boskone.org) by **December 6, 2013**.

Please request specific placement if desired.

**Send payment by January 3, 2014.**

**To pay by check:** Make payable to Boskone 51 and mail to: Boskone 51, attn: Souvenir Booklet, P.O. Box 809, Framingham, MA 01701

**To pay by credit card or PayPal:** Go to [store.nesfa.org](http://store.nesfa.org), click the "Boskone" menu item on the left, then on the "Advertise with Boskone" menu item on the left, and then the Souvenir Book ad link. Choose the appropriate ad size for Professional or Fan ad rate.

**Submit ads by emailing ad files to: [b51ads@boskone.org](mailto:b51ads@boskone.org)**