



DETCON1

**2014 NORTH AMERICAN
SCIENCE FICTION
CONVENTION**

www.detcon1.org

JULY 17–20, 2014

RENAISSANCE CENTER
MARRIOTT
DETROIT, MI

2013–2014

ADVERTISERS

SPECIFICATION SHEET

PLEASE DIRECT QUESTIONS TO:

ADVERTISING@DETCON1.ORG

OR

PUBLICATIONS@DETCON1.ORG

Advertising with

Detcon1

The 2014 North American Science Fiction Convention

Driving the Future is proud to bring you Detcon1, the 2014 North American Science Fiction Convention, as voted on by the members of the 2013 World Science Fiction Convention. Held each year when the World Science Fiction Convention is not in North America, NAS-FiC attracts 1,000 to 2,000 attendees from a broad range of fandom.

This is a great opportunity for advertisers to reach the most diverse community of fans ever assembled because of our broad range of programming embracing Science, Technology, Gaming, Making, Film, Comics, Art, Costuming, Music, and Literature.

Progress reports will be sent to both attending and supporting members, as well as pre-supporting members who have not yet converted their memberships. Initial Progress Reports will be produced electronically in full color and in b/w print.

In this packet you will find publication dates, deadlines, copy submission guidelines, advertising classifications, rates, and payment guidelines. If you do not see the answer to your question here, do not hesitate to contact:

Anne Evans, Ad Sales
advertising@detcon1.org

You will receive a prompt answer to your inquiry!



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Progress Reports

Progress reports will be sent to both attending and supporting members, as well as pre-supporting members who have not yet converted their memberships. In addition to the color electronic version, for those that wish a “hard copy,” a black and white print version will be available. The purpose of the Progress Reports is to update our membership on the status of the convention, hotel availability, transportation, city attractions, and all other areas of interests to our guests.

Progress Reports typically feature advertising content from professional, semi-professional, and fan organizations wishing to reach out to our guests as they are planning their trip to Detcon1.

We offer advertising opportunities in a range of sizes. All ads are priced for color (electronic version) but your black and white ad is also welcome. Submission rates and deadlines are listed below. Consult page 3 for copy guidelines and page 4 for payment information.

Advertising Classes:

Pro: This rate applies to all commercial, for-profit organizations employing full-time staff other than the owner.

Semi-Pro: This rate applies to businesses run by their owner, with no other employees; small press publishers, charities, and other groups promoting science education or literacy.

Fan: This rate applies to all non-profit organizations run solely by volunteers, fan-run conventions, clubs, fanzines, and fans.

Rates:

Size (hwx)	Fan	Semi-Pro	Pro
Full Page (11x8.5)	\$75.00	\$150.00	\$300.00
Half Page Horizontal (5.5x8.5)	\$50.00	\$100.00	\$200.00
Quarter Page Vertical (5.5x4.24)	\$30.00	\$60.00	\$120.00

Deadlines:

	Reserve By:	Send Art by:	Payment by:	Publication
Progress #1	10/30/2013	11/13/2013	11/13/2013	12/04/2013
Progress #2	1/17/2014	1/31/2014	1/31/2014	3/15/2014



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Copy Submissions

Driving the Future wants your advertising dollars to be well spent and represent your interests in the best format possible. Please adhere to these guidelines to ensure your ad is well received by all who see it.

Format:

- Please send only press-ready art in an electronic format.
- Files should be 100% of their printed size and be at 300 dpi.
- Files must be PDF, TIF, hi-res JPG, or EPS formats.
- Do not send low-res JPG, GIF or Word file formats.
- PDF files are to be saved as “press quality.”
- It is recommended that all files be sent zipped and not to exceed 10 MB.
- If your ad exceeds the file limitations please contact us at advertising@detcon1.org to make arrangements for an alternate form of delivery.

Color:

- All color graphics should be saved in CMYK format.
- All B&W graphics should be saved in Grayscale or other dedicated B&W format.
- All images in PDFs need to be embedded.
- All fonts are to be embedded.

The Rest of the Guidelines:

- Driving the Future reserves the right to refuse any ad, on any basis.
- All images submitted must have the right to copy and distribute. Driving the Future will not be held responsible for copyright infringement.
- Files which do not meet these guidelines will be returned. A correct version of the file will need to be received by the submission deadline for your ad to print.
- Failure to make a timely payment will result in your ad not being run.
- Please understand our need to be absolute regarding deadlines.



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Payment Information and Terms

- 1) Contact advertising@detcon1.org and include the following information:
 - The name of your organization.
 - The rate classification (fan, semi-pro, or pro).
 - The size ad you would like placed.
 - The publication in which you would like it placed.
 - An e-mail.
 - A phone number where you can be reached.
- 2) Attach your electronic ad (see submission guidelines).
- 2) You will receive a confirmation email/invoice with the total amount due.
- 3) Payment may be made by check or by Paypal.
- 4) Checks are to be made out to Driving the Future, Inc. and should be mailed to:
 - Detcon1 Advertising
 - 907 Hillside Ct.
 - Ypsilanti, MI 48197
- 5) To pay via Paypal go to www.paypal.com and make payment to **paypal@detcon1.org**.
- 6) Once payment is received you will be sent a confirmation email.