

The Program Book Of The World S.F. Convention

(this year: lower cost,
higher circulation)

The 29th World Science Fiction Convention is accepting advertising for its program book. Traditionally the largest gathering of science fiction enthusiasts in the world, the Noreascon committee expects more than 1500 to attend this year's convention at the Sheraton-Boston over Labor Day Weekend. Total registration is expected to exceed this figure by several hundred; all registrants will receive a copy of the Program Book.

This is the time to reserve space in the Noreascon program book. With a membership of writers, editors, artists, publishers and readers of SF from the fifty states and a dozen foreign countries, the Noreascon program book is the place to advertise books, magazines and services of interest to the SF enthusiast and professional. Surveys indicate that members of the World SF Convention are people who actively purchase and collect SF, are in the upper middle wage level, and display a wide and active interest in the world around them. Some publishers advertise both their books and market needs; other firms, recognizing the wide interests of their audience, advertise other services: car rentals, airlines, travel arrangements, typewriters and duplicating products.

And, because the Program Book is kept as a souvenir of the convention, your ad is read again and again. More than just a program listing, the modern program book contains articles about the publishing world, about the guests of honor, about many other aspects of the SF world. This year, in recognition of the publishing industry's economic problems, we can guarantee a circulation more than 500 larger than last year's, with page rates less than two thirds as great as last year. To reserve space use the coupon below; mechanical requirements appear overleaf. CLOSING DATE: JUNE 25TH.

TO: Andrew Porter, 55 Pineapple Street, Brooklyn, N.Y. 11201, USA

Please reserve _____ pages (\$25/page; \$20/half page) for us in the Noreascon Program Book.

Authorized by: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

GENERAL ADVERTISING INFORMATION: 29TH WORLD SCIENCE FICTION CONVENTION

Reproduction: Offset. Binding: Perfect Bound.

Billing: We will invoice in September.

Commissions and Discounts: 15% to recognized agencies; no cash discount.

Space Reservations: BY JUNE 25 TO: Andrew Porter, 55 Pineapple St., Brooklyn NY 11201

Final Copy Deadline: BY JULY 12 TO: Anthony Lewis, 33 Unity Ave., Belmont MA 02178

Ad Sizes: FULL PAGE: 5 1/2" Wide X 9" High; HALF PAGE: 5 1/2" Wide X 4 1/2" High

Ad Rates: Full Page: \$25.00 Half Page: \$20.00 Two Page Spread: \$40.00

Special Positions: Cover 2 or Cover 3: \$100.00 Cover 4: \$150.00

Cover 2 and First ROB Page: \$125.00 First ROB Page: \$40.00 Page After Contents: \$40.00

NOTE: *All advertising must be done in black ink, ready for camera. Sizes given are live copy area. All halftoning must be done by advertiser and stripped in. Noreascon assumes no responsibility for creating advertisements; please do not send type specs and layouts to Noreascon, as the convention has no facilities for setting up advertisements. Any work required to prepare artwork for camera will be recharged to advertisers.*

THE ADVERTISING EVENT OF THE YEAR FOR PUBLISHERS OF SCIENCE FICTION