

FANATICON Souvenir Program Advertising Rates / Specifications

The following Ad sizes/rates are available:

Full Color Ad sizes (width x height)	Regular Price	Discounted Price*
Full Page Ad (Trim - 5.5" x 8.5", Bleed - 5.75" x 8.75", Safe - 5" x 8")	\$200	\$150
Back Cover (Trim - 5.5" x 8.5", Bleed - 5.75" x 8.75", Safe - 5" x 8")	\$250	\$200
Business Card - Horizontal (3.5" x 2")	\$60	\$50
Business Card - Vertical (2" x 3.5")	\$60	\$50
1/8th Page (2.375" x 1.875")	\$40	\$35
1/10th Page (2.375" x 1.5")	\$30	\$25

****Any business that offers an approved special rate, discount or service to FANATICON Attendees will receive the "Discounted Price" on a Souvenir Program Ad as well as free placement of a 150 pixel x 150 pixel Banner Ad at FANATICON.org.***

Ads MUST follow the specifications listed below:

Any ad submitted that does not follow all guidelines / specifications below will not be accepted.

1. All ads must be one of the sizes listed above.
2. All ads must be submitted as digital files.
3. Submitted ads must be "Press Quality" PDF files.
4. All digital files should be sent to: info@fanaticon.org following all the specifications listed above.
5. All payments must be submitted to: paypal.com (info@fanaticon.org) by April 15, 2010.
6. All digital ads must be received by: 5:00pm on April 15, 2010.

Graphic Design Services:

Graphic design services are available. Please contact michael@fanaticon.org for a quote.

Placement of all ads are at the designer's discretion, unless specific requests have been agreed to in advance. All ads are subject to approval by Fanaticon Events.

FANATICON Online Banner Advertising Rates / Specifications

The following banner ad sizes/rates are available:

Banner size (width x height)	Total Cost*	Discounted Cost**
150 x 100	\$50	FREE
150 x 150	\$60	FREE
150 x 200	\$75	\$40
150 x 250	\$85	\$50

*“Total Cost” refers to the amount paid for a banner ad that will run within 3 days of ad being submitted to info@fanaticon.org and payment being received via PayPal.com (info@fanaticon.org).

****A “Discounted Rate” is offered to businesses that offer an approved special rate, discount or service to FANATICON Attendees from May 12, 2010 through May 19, 2010.**

All banner ads are subject to approval by Fanaticon Events. All banner ads will randomly run on www.fanaticon.org through at least May 31, 2010 and possibly until December 31, 2010. All banner ads will link directly to advertiser’s website or other website supplied. Positioning of all banner ads, regardless of size, are random. There is no expressed or implied guarantee as to the number of impressions for any banner ad. Fanaticon Events is also not liable for any damages due to power outages, server outages or any other reasons out of our control that would prevent a banner ad from running. Fanaticon Events will not be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to Fanaticon Events for the publication or distribution of such materials. If an approved / submitted banner ad needs to be changed for any reason, there will be a \$10 charge, to be paid via PayPal.com in advance, for the new upload.

Banner Ads MUST follow the specifications listed below:

Any ad submitted that does not follow all guidelines / specifications listed on this page will not run.

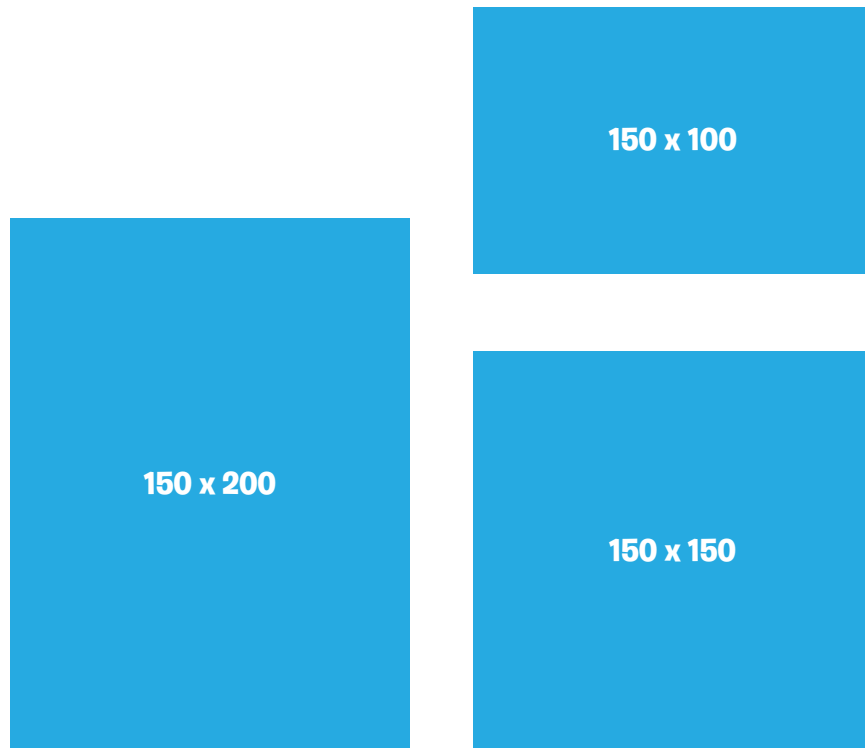
1. All banner ads must be one of the sizes listed above.
2. All banner ads must be submitted as an RGB jpeg, gif, or tiff file.
3. NO ANIMATED FILES OR FLASH FILES WILL BE ACCEPTED!
4. No submitted banner ad files should be larger than 100KB.
5. Please include relevant website address (URL) with your Banner Ad submission.

Submit all files to info@fanaticon.org following all the specifications listed above.

Graphic Design Services:

If you would like us to create a banner ad, we can put something together for you based on an existing digitally supplied look. The cost of this service is \$25 for any banner ad size. Other advertising services are available. Please contact michael@fanaticon.org if you have additional graphic design needs.

FANATICON Banner Advertising Specifications



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Please contact info@fanaticon.org if you have additional graphic design questions.