

Advertising opportunities in
Calamari Crime
Left Coast Crime 2014
Program Book



Program Book Specifications

Trim size: 8.5" x 11"
Live image area: 7.25" x 9.825" (no bleed)
Covers : full color CMYK
Interior Pages: grayscale

Rates

Cover pages (color, full page only, 7.25" x 9.825"):
Inside front or inside back cover: \$1,000
Back cover: \$1,500

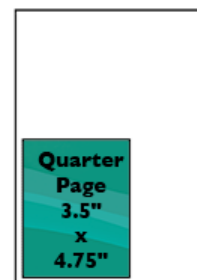
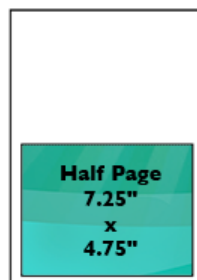
Interior pages (grayscale, width x height):
Full page (7.25" x 9.825"): \$500
Half page (7.25" x 4.75" or 3.25" x 9.825"): \$275
Quarter page (3.5" x 4.75"): \$150
Business card size (3.5" x 2"): \$50 (attendee), \$75 (non-attendee)

Ad Format: High Resolution PDF

Save ad as a grayscale PDF file; CMYK for covers. High resolution, ready for high quality print. Ad can also be a JPG or PNG at least 300 dpi.

Embed all fonts; otherwise fonts may not print correctly. It would be helpful if you include a printout of your ad with your order to document the correct look.

Sizes/Configurations



Please Reserve Ad Space Early

To facilitate program production, please reserve your ad space as early as possible. Complete the reservation form and send with payment no later than February 7, 2014. The deadline for submission of artwork is February 15, 2014.

Calamari Crime: Left Coast Crime 2014
Program Book Advertising Reservation Form

1. Check desired ad specification — please use a separate form for each ad requested.

Cover pages (color, full page only)

~~Outside back cover: \$1,500 (sold)~~

~~Inside front cover: \$1,000 (sold)~~

~~Inside back cover: \$1,000 (sold)~~

Cover pages will be assigned in order of receipt of the reservation and payment.

Interior pages (grayscale, width x height):

Full page (7.25" x 9.825"): \$500

Half page (7.25" x 4.75" or 3.25" x 9.825"): \$275

Quarter page (3.5" x 4.75"): \$150

Business card size (3.5" x 2") attendee: \$50

Business card size (3.5" x 2") non-attendee: \$75

Ad placement is run-of-the-book; earlier payments of full-page ads get first consideration.

2. Payment — Make check payable to “Left Coast Crime 2014”

3. Contact information

Date: _____

Name: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

4. Sample ad copy: Attached Will send later Not needed

5. Mail this form and your check to reserve your ad to:

Left Coast Crime 2014
ATTN: Stan Ulrich
7 Pueblo Drive
Santa Fe, NM 87505

6. Email camera-ready ad copy by February 15, 2014, to:

Vallery Feldman <vallerose@comcast.net>

7. The deadline to reserve ads is February 7, 2014.