

Left Coast Crime 2020

Program Book Advertising

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 cover: \$1,000

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 vertical (3.25" x 9.825"): \$275

Half page horizontal (7.25" x 4.75"): \$275

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

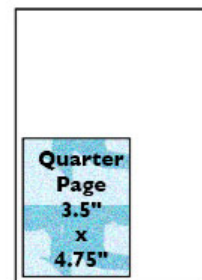
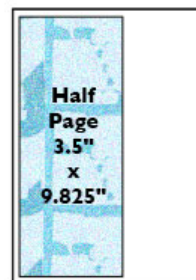
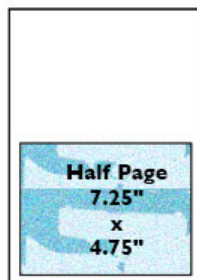
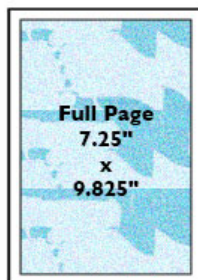
Business card size (3.5" x 2"): \$50 (attendee), \$75 (non-attendee)

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 to ensure correct printing.

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 3, 2018.
- The deadline for submission of artwork is February 17, 2018.

Left Coast Crime 2020: Murder's a Beach 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
- Inside front cover: \$1,000
- Inside back cover: \$1,000

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 horizontal (7.25" x 4.75"): \$275
- Half page vertical (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 2020”

3. Contact information

Date: _____

Name: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

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

Left Coast Crime 2020
1501 India Street
Suite 103-80
San Diego, CA 92101

5. The deadline to return this form with payment to reserve ads is February 1, 2020.

6. Email ad copy by February 15, 2020, to:

Kim Keeline <Kim.LCC2020@gmail.com>