

Left Coast Crime 2022

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

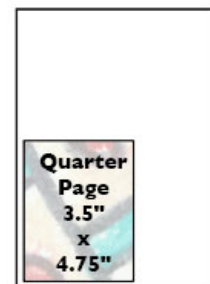
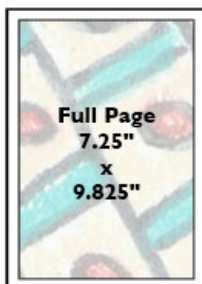
Interior pages (grayscale, width x height):

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 (attende), \$75 (non-attende)

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 12, 2022.
- The deadline for submission of artwork is February 26, 2022.

Left Coast Crime 2022: Southwest Sleuths 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

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 2022”

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
7 Pueblo Drive
Santa Fe, NM 87505

5. The deadline to return this form with payment to reserve ads is February 12, 2022.

6. Email ad copy by February 26, 2022, to:

Stan Ulrich <Stan@LeftCoastCrime.org>