

**Full-page** = 45p wide by 60p high (7.5"x10")  
\$50 Bus./\$30 Fan\*; inside back cover \$115; 2-pg center spread \$115;  
back cover (color) \$150

**Costume-Con 30  
Program Book Ads**

**Half-page Vertical**  
21p wide by 60p high  
(3.5"x10")  
\$25 Bus./\$15 Fan\*

**Ad Specs –**

**Supported formats:**

- Adobe PDF (Preferred) High Resolution/Print Reader/  
Fonts Embedded
- Adobe InDesign CS (pref 3.0)
- High Resolution JPEG or TIFF 300 dpi at 100% of  
original artwork size

**Non-Acceptable formats:**

- Microsoft Word files
- Low resolution image files JPEG, TIF, GIF, etc.

**Ads do not bleed**

**Fonts & Pictures**

- Include screen & printer fonts
- Include all supporting files that are placed in the ad

**Color**

All ads will be black and white (grayscale), except for the  
full-page back cover, which can be color (CMYK).

**Email Delivery**

- Recommended that files are compressed in .zip format.
- The total for attached files in an email cannot be more than  
20 MB in size.
- Email to [programbook@costumecon30.com](mailto:programbook@costumecon30.com)

**Half-page Horizontal** = 45p wide by 27p high  
(7.5"x4.5")

\$25 Bus./\$15 Fan\*

**Quarter-page** =  
21p wide by 27p high  
(3.5" x 4.5")

\$15 Bus./\$10 Fan\*

**Business Card** =  
21p wide by 13p6 high  
(3.5" x 2.25")

\$10 Bus./\$5 Fan\*

*\*Fan rates apply to conventions, clubs, fanzines, non-  
profit organizations with no salaried staff, and CC30  
members who are not advertising a full or part-time  
business.*