

Advertising Rates for the Ad Astra 2008 Programme Book

The Ad Astra 2008 Programme Book will be an 8.5" x 11" booklet with a glossy 4-colour cover. A copy will be given to every attendee of Ad Astra. Surplus copies are put in circulation as promotional items.

The Advertising Rates are:

	CDN\$
Back Cover (4 colour)	\$850
Interior cover (black on white)	\$425
Centre Spread (2 full pages)	\$750
Full page	\$375
Half page	\$235
Quarter page	\$125
Business Card	\$70
Daily Pocket Program (8.5" x 11" black on white)	\$250

Discounts available: Volume space purchases (multiple full pages, half pages, etc. or any combination thereof) can earn a discount from your total purchase. The Ad Astra representative can advise you.

The booklet will be formatted with 0.4" margins and 0.4" gutters giving ad sizes of:

Covers, Full pages	7.7" x 10.2"
Half page	Horizontal 7.7" x 5.1" Vertical 3.65" x 10.2"
Quarter page	3.65" x 5.1"
Business Card	3.65" x 2.55"

Submissions for Ads are preferred in Macintosh Quark Xpress v6.0 format – please check with Andrew Houston regarding other formats at wander@ilap.com. Please put "Program Book" in the subject line.

Final booking date is February 22, 2008, and submission date is March 9, 2008. Ad Astra runs March 28, 29 and 30, 2008.

Email all files to: wander@ilap.com and cc to promotions@ad-astra.org and chairs@ad-astra.org. In the email INCLUDE (1) YOUR contact (invoicing) information, (2) contact person/information for your designer/technician (in case there is a problem with the file) and (3) an after hours contact, if possible. Arrangements to send hard copy must be made on an individual basis.

Phone contacts:

ADVERTISING AND LAYOUT:

Andrew Houston: Evenings and weekends: 416-686-4159