



**March 27, 28 and 29, 2009**

Science Fiction and Fantasy Literary Society

[www.ad-astra.org](http://www.ad-astra.org)

### **Advertising Rates for the Ad Astra 2009 Programme Book**

The Ad Astra 2009 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](mailto:wander@ilap.com). Please put "Program Book" in the subject line.

Final booking date is February 22, 2009, and submission date is March 9, 2009.

Ad Astra runs March 27 to 29, 2009.

**Email all files to: [wander@ilap.com](mailto:wander@ilap.com) and cc to [promotions@ad-astra.org](mailto:promotions@ad-astra.org) and [chairs@ad-astra.org](mailto: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