

# Convergence 2 – the person books built

## 46<sup>th</sup> Australian National Science Fiction Convention

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Convergence 2 will be the most important Australian SF&F event in 2007 and is expected to attract a range of writers, artists, booksellers, publishers, film makers, editors, costumers, performers and enthusiasts from Australia and overseas all of whom have an interest in science fiction, fantasy and horror. This provides an ideal opportunity for you to promote to a target audience, for maximum exposure at extremely competitive rates.

Following are details for our full range of Sponsorship Packages and Advertising Rates. For more information or to discuss your specific requirements please contact:

Alison Barton  
Publicity Department  
GPO Box 1212, Melbourne, VIC, 3001  
Email [2007\\_publicity@natcon.org.au](mailto:2007_publicity@natcon.org.au)

### ADVERTISING RATES

Please note that all prices are in Australian dollars and are ex-GST. There are two rate schedules:

**Fan or Amateur** – apply to fan clubs, conventions, other fan organisations and small press publications that have a limited circulation

**Commercial** – applies to all other advertisers

Convergence 2 reserves the sole and exclusive right to determine whether an advertiser falls into the "Commercial" or "Fan /Amateur" category. We also reserve the right to reject any advertising.

	Commercial	Fan / amateur
<b>Progress Reports</b>		
Quarter page per edition	\$50	\$20
Banner per edition	\$15	N/C
<b>Souvenir Book</b>		
Full Page – b/w	\$550	\$220
Half page – b/w	\$220	\$110
Quarter page – b/w	\$110	\$55
Inside cover - colour	\$660	N/C
Back cover – outside colour	\$990	N/C
<b>Satchels</b>		
Inserts	\$100	N/C
Outside printing	\$500	N/C
<b>Web-link</b>	\$100	

## Specifications

The souvenir book will be a full colour A4 publication (210mm X 297mm).

All artwork for print and website advertising is to be supplied by the client.

Sizes (width x height)	Bleed	Trim Size	Live type area
Full page	216mm x 303mm (allow 3mm Bleed)	210mm x 297mm	180mm x 267mm (15mm inset all round)
Half Page (horizontal only)	216mm x 151mm (allow 3mm Bleed)	210mm x 148mm	180mm x 133mm (15mm inset all round)
Quarter page (portrait only)	108mm x 151mm (allow 3mm Bleed)	105mm x 148mm	90mm x 133mm (15mm inset all round)

Non bleed advertisements should be supplied to fit live type area

## File formats

All artwork for print and website advertising is to be supplied by the advertiser and delivered to Convergence 2 in the specified formats by the copy deadline.

Material under 5mb in size can be emailed to [2007\\_publications@natcon.org.au](mailto:2007_publications@natcon.org.au) . Larger files should be posted or couriered on CD. Please contact the Publications Department for current address.

The preferred format for advertising is press quality PDF (CMYK, 300 DPI, all fonts embedded). We will also accept JPEG, TIFF, Photoshop, EPS, Indesign (up to CS), Illustrator (up to CS) and Xpress (up to 4) if supplied for MAC with all fonts and linked images. **We do not accept MS-Word, MS Publisher.PUB or Corel.CDR files.**

## Booking Deadline

**Booking Deadline** 1 April 2007

**Copy deadline** 1 May 2007

All space reservations, insertion orders or materials must include the name, address and telephone number of the advertiser or agency, and the name of a contact person for your advertising to be accepted.

**Acceptance of your advertising by Convergence 2 indicates your acceptance of all the conditions of this rate sheet.**

## Payment

Please make all cheques payable to: Victorian Science Fiction Conventions.

All payments must be in Australian funds and cheques must be drawn on an Australian bank. For payment by Visa or Mastercard you must provide written authority with card type, account name, card expiry, charge amount in Australian Dollars, signature and date. We will collect a minimum of \$20.00 service fee for each cheque or credit card payment that is returned to us unpaid.

All invoices are nett 30 days.