



## Sizes available

## Cost

➤ <b>Cover: Outside Back</b>	8.75" wide x 11.25" deep (includes .125" bleed on all sides; type safety margin .25")	<b>\$2000 (colour, full-page only)</b>
➤ <b>Cover: Inside Front or Inside Back</b>	8.75" wide x 11.25" deep (includes .125" bleed on all sides; type safety margin .25")	<b>\$1250 (colour, full-page only)</b>
➤ <b>Interior: Full-Page</b>	7.25" wide x 9.75" deep (no bleed; type safety margin .125")	<b>\$800 (grayscale), \$950 (colour)</b>
➤ <b>Interior: Half-Page Horizontal</b>	7.25" wide x 4.75" deep (no bleed; type safety margin .125")	<b>\$450 (grayscale), \$525 (colour)</b>
➤ <b>Interior: Half-Page Vertical</b>	3.5" wide x 9.75" deep (no bleed; type safety margin .125")	<b>\$450 (grayscale), \$525 (colour)</b>
➤ <b>Interior: Quarter-Page</b>	3.5" wide x 4.75" deep (no bleed; type safety margin .125")	<b>\$250 (grayscale), \$300 (colour)</b>

Note: "colour" is 4-colour process (CMYK) only. No spot colours.

- **To book an ad space for any of the above sizes, please contact: [advertising@bouchercon2017.com](mailto:advertising@bouchercon2017.com)**  
Ad placement is run-of-the-book. Earlier payments get first consideration.
- **Ad space reservations cannot be accepted after July 1, 2017.**
- **Cheques for ad payments should be sent to: 59 McMurray Avenue, Toronto, ON M6B 1C8**  
**All prices are in US\$.** Please make cheques payable to [Bouchercon 2017](#).
- **Final art for ads should be submitted to: [castlefieldmedia@gmail.com](mailto:castlefieldmedia@gmail.com)**  
If your file is very large (20Mb+), please contact the above email address for alternative delivery options.

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***Final artwork for ads, plus payment, must be received no later than July 15, 2017.***

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## Specifications for ad submission:

- We prefer all ads be submitted as high-resolution, print-ready PDFs. If you cannot supply your ad as a print-ready PDF, please contact us before submitting. Sorry, we cannot accept hard mechanicals.
- Please do not supply your ad with crop marks, bleed marks, registration marks, colour bars or page information.
- For all submissions, please include your email address as well as phone contact information in case we have any questions or concerns about your files.
- All fonts used in your ad must be outlined.
- If the ad is to be printed in colour, it must be in "print mode", that is CMYK (cyan, magenta, yellow and black) *not* RGB (red, green, blue).
- All images (covers, author photos, etc) should be at a resolution of 300 dpi and not above 100% size, if possible.
- If your ad uses logos, we strongly recommend they come from vector art files rather than rasterized files. Please contact us if you have a question.
- It is strongly recommended that ads not be constructed using Photoshop or MS Word. If that is the software you must use, please contact us first for specific instructions.
- **If you have any technical questions about our instructions or technical concerns about your ad, please consult with Rick Blechta at [castlefieldmedia@gmail.com](mailto:castlefieldmedia@gmail.com), or call (416) 782-3116 during business hours (EST).**