

September 27-28th, 2008
William A. Egan Civic & Convention Center
555 W. 5th Avenue
Anchorage, AK 99501

Aurora-Con 2008 Publications Section Chief
Mercedes Totman
 publications@auroracon.org

Advertising Information

About Aurora-Con

Aurora-Con 2008 will be held at the William A. Egan Civic & Convention Center in Anchorage, Alaska from September 27-28, 2008. As a non-profit organization dedicated to the promotion of East Asian culture and film, we hope to attract a broad base of attendees who are eager to hear of companies and products that appeal to their interests. At the convention, program books are handed out in packets to each attendee, guaranteeing a high level of visibility.

We expect the Program Booklet to be a 20 page, 8.5 x 11 booklet. Pages are glossy and full bleed, with a color section. We hope our program guide provides not only a guide to Aurora-Con, but also content aimed at interests of attendee. The Program Booklet will be formatted in the style of a weekly magazine, with multiple sections to encourage the attendees to view the booklet as a valuable source throughout the convention.

Prices and Sizes

Black & White Ads	Price
Inside Book: Quarter Page	\$65.00 (\$50 for dealers)
Inside Book: Half Page	\$85.00 (\$70 for dealers)
Inside Book: Full Page	\$100.00

Color Ads	Price
Outside Back Cover	\$375.00
Inside Front Book Cover:	\$275.00
Inside Back Book Cover	\$225.00

How to Order an Advertisement

You must email or call us to reserve a spot in the book. You will need to inform us what type of ad you are placing, what size, how will you be submitting your ad, and what payment method you plan to use.

All reservations must be placed by August 15, 2008. If you have not reserved an ad, your placement in the Program Booklet will not be guaranteed. All materials for ads must be received by August 31, 2008. Late ads will lose their guaranteed spot. Payment must also be received by August 31, 2008. Payments can be made by Check, Money Order/Cashiers Check, written out to "AuroraCorp".

Advertising Specifications

Submission methods

- Artwork may only be submitted as TIFF, JPEG, GIF or PNG formats. Any other formats will be immediately rejected.
- Please declare your specs and submission formats when making a reservation.
- Digital files can be submitted via CD, IBM PC formatted preferred.
- Digital files can be also submitted via Email, contact us for details.
- For best results, artwork should be rendered at 300-350dpi, at the size it is intended to reproduce in the book.
- Please send a hardcopy proof of your image.
- All physical materials should be mailed to
 Aurora-Con 2006 Publications Section Chief
 c/o Mercedes Totman
 PO Box 210050
 Anchorage, AK 99521

Sizes and Specifications

- Full page Ads—The visible area is 8.5 x 11 inches.
- Half page ads—The visible area is 8.5 x 5.5 inches.
- Quarter Page Ads—The visible area is 4.25 x 5.5 inches..
- You must include the text "Paid Advertisement" at the bottom of the ad inside the visible area using at least 8 point font. If the text does not appear on the submitted image, AuroraCorp will add the text to the bottom of the image inside the visible area.
- AuroraCorp is not responsible for typographical errors or errors in publishing. AuroraCorp reserves the right to refuse to publish any ad that AuroraCorp determines is inappropriate.

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Other Publicity Options

We can also distribute pre-printed fliers, coupons, and other assorted paper advertisements in several ways. The attendees who pre-register (and most of the attendees who buy their memberships at the door) receive a "convention bag" which contains the Convention Souvenir Program Guide. For a fee, we will place your pre-printed advertisement into these bags, which will end up being the "loot bag" for all of the treasures the attendees acquire over the convention hours. Alternatively, we offer the Information Booth, staffed by knowledgeable volunteers, which has table space on which to place your advertisements.

THESE PRICES DO NOT INCLUDE THE COST OF PRINTING YOUR DOCUMENTS.

Pre-Con Bag-stuffing: \$100
Information Booth Table Space: \$50

Contact Information:

Email: publicity@auroracon.org

Mailing Address: AuroraCorp
 PO Box 210050
 Anchorage, AK 99521-0050

Web Address: www.auroracon.org