

# Windycon 44

## Advertising Rates

Windycon is an annual science fiction convention held at the Westin Lombard, in Lombard, Illinois. We are soliciting ads for our program book which is distributed to each registered attendee upon arrival. The convention averages around 1,200 attendees each year. The final page of this document is a copy of our flyer, which will provide more information on our dates, location, and guests.

Pages 2-4 are visual layouts to help guide in your selection of ad size. The first half of our program book is in a 2-column format and contains guest biographies as well as information about the various convention departments. The second half of the program book is in a 3-column format. It lists programming times and descriptions, and this is also where we publish the annual short story winner.

Fan Rates apply to clubs and fan groups, as well as other conventions. Pro Rates apply to businesses. If you are not sure, email us with a description of your organization and we will help you select the correct rate.

For the ad copy, we require camera ready art. For electronic files, PDFs are preferred but we can also take JPEG (high-res), GIF, TIF, EPS, and MS Word .doc files. Electronic files can be emailed to [marketing@windycon.org](mailto:marketing@windycon.org). Hard copy, CDs, or usb drives, can be mailed to:

**Seward Street Studios**  
848 Dodge Ave., #257  
Evanston IL 60202

The deadline for reserving ad space is **September 15, 2017**. Ad copy and payment will be due on **September 30, 2017**. Please remember that no ad will run without pre-payment.

Please make checks out to **Windycon**, and mail them to:

**Windycon 44**  
P.O. Box 184  
Palatine, IL 60078-0184

Section	Size	Dimensions	Fan Rate	Pro Rate
All	Full Page	10"h x 7.50"w	\$200.00	\$300.00
All	1/2 Page Horizontal	4.75"h x 7.50"w	\$100.00	\$150.00
All	1/3 Page Horizontal	3"h x 7.50"w	\$60.00	\$100.00
All	1/4 Page Horizontal	2.25"h x 7.50"w	\$50.00	\$75.00
2 Column	1/2 Page Vertical	10"h x 3.50"w	\$100.00	\$150.00
2 Column	1/4 Page Vertical	4.75"h x 3.50"w	\$50.00	\$75.00
2 Column	Horizontal Business Card	2"h x 3.50"w	\$25.00	\$50.00
3 Column	2/3 Page Vertical	10"h x 4.75"w	\$120.00	\$200.00
3 Column	1/3 Page Vertical	10"h x 2.25"w	\$60.00	\$100.00
3 Column	1/3 Page Square	4.75"h x 4.75"w	\$60.00	\$100.00
3 Column	Vertical Business Card	3.50"h x 2"w	\$25.00	\$50.00

**1/2 Page Horizontal**  
**4.75''h x 7.50''w**  
**F\$100.00 - P\$150.00**

**1/3 Page Horizontal**  
**3''h x 7.50''w**  
**F\$60.00 - P\$100.00**

**1/4 Page Horizontal**  
**2.25''h x 7.50''w**  
**F\$50.00 - P\$75.00**

**1/2 Page Vertical  
10''h x 3.50''w  
F\$100.00 - P\$150.00**

**1/4 Page Vertical  
4.75''h x 3.50''w  
F\$50.00 - P\$75.00**

**Horizonatal  
Business Card  
2''h x 3.50''w  
F\$25.00 - P\$50.00**

**Vertical  
Business Card  
3.50''h x 2''w  
F\$25.00  
P\$50.00**

**2/3 Page Vertical**  
**10''h x 4.75''w**  
**F\$120.00 - \$200.00**

**1/3 Page Square**  
**4.75''h x 4.75''w**  
**F\$60.00 - P\$100.00**

**1/3 Page Vertical**  
**10''h x 2.25''w**  
**F\$60.00**  
**P\$100.00**

**NOVEMBER 10-12 2017  
LOMBARD, IL.**



*Windycon 44*

**W44**

# **DYSTOPIA!**

**AUTHOR GOH: RUDY RUCKER  
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MUSIC GOH: ERICA NEELY  
SCIENCE: HOLLY WLPER  
COSTUMING GOH: TAWNY LETTS  
VIDEO GAME: DAVID ABZUG  
FAN GOH: JUDI MILLER  
TOASTMASTER: ALEX BLEDSOE**

**WWW.WINDYCON.ORG**