

# CAPRICON XXXI



## Convention Program – Specifications

Capricon is an annual science fiction convention held in the Chicago area since 1980. The convention draws 1,000 attendees, not just from Chicago, but from neighboring states. Many of the convention attendees are professionals with disposable income and spend time outside the convention, dining, shopping, or sight seeing. Capricon has recently moved to the Westin Chicago North Shore in Wheeling after several years in Arlington Heights. Advertising in the Capricon Program Book, which is given to all convention attendees, is an excellent way to ensure they know your company exists.

Size	Professional Rates*	Fan Rates*
Full Page (7.5" x 10") B&W	\$175	\$100
Full Page (7.5" x 10") Color Inside covers or back cover placement	\$400	\$200
Half Page (7.5" x 4.75" or 3.5" x 10")	\$100	\$50
Quarter Page (7.5" x 2.25" or 3.5" x 4.75")	\$50	\$25
Eight Page (3.5" x 2.375")	\$25	\$20

### Supported formats:

- Adobe PDF (Preferred)  
High Resolution/Print Reader/Fonts Embedded
- Adobe InDesign CS
- High Resolution JPEG or TIFF  
300 dpi at 100% of original artwork size

### Non-Acceptable formats:

- Microsoft Word files
- Low resolution image files  
JPEG, TIF, GIF, etc.

### Ads do not bleed

Line screen: 150

### Media:

CD-ROM, DVD, or USB drive.  
Media will not be returned unless requested.

**Deadline for ads is January 10, 2011.**

### E-Mail Delivery

- Recommended that files are compressed in .zip format.
- The total for attached files in an e-mail can not be more than 9 MB in size
- E-mail to [publications@capricon.org](mailto:publications@capricon.org)

### Fonts

- Included screen & printer fonts are those used in eps files
- Always use real typeface. Do not use application to apply styles (Bold, Italic, Outline, Shadow, Underline)
- Include all supporting files that are placed in the file

### Color

Ads that are in color will need to be process color (CMYK). NO PMS COLORS WILL BE ACCEPTED. All other ads will be black and white (gray scale). Color ads are only available for full page placement on the inside covers or back cover.

### Mail delivery

Mail artwork to  
Capricon 31  
4321 Maple Ave  
Brookfield, IL 60513

\*Professional rates apply to commercial, for-profit organizations employing full-time staff. Fan rates apply to conventions, clubs, fanzines, and non-profit organizations with no salaried staff.