



Advertising with LoneStarCon 3, the 71st Worldcon

The **Worldcon**, or **World Science Fiction Convention**, is the annual convention of the World Science Fiction Society (WSFS). The five day event has been held each year since 1939 with the exception of four years during World War II. Locations have included the United States, Canada, Australia, England, Scotland, Germany, Japan and The Netherlands. Science fiction and fantasy fans travel from all over the world to attend. In recent years, Worldcon has typically attracted between 3,000 and 6,000 attending members.

Circulation

LoneStarCon 3 is projected to have between 3,500 and 4,000 attending members, dealers, publishers, editors, artists, costumers, gamers, and other genre enthusiasts. This is a great opportunity for advertisers to reach an audience of highly committed and well-connected science fiction and fantasy fans. The majority of attendees will hail from the United States and Canada, with up to 10% from other countries.

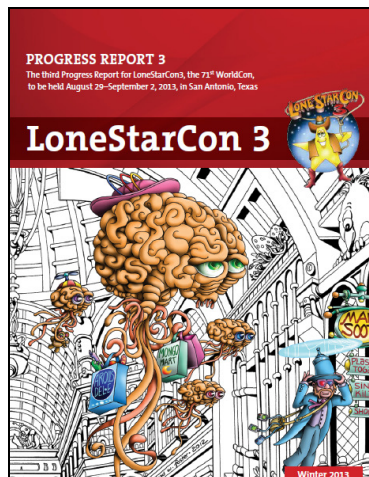
In addition to at-con attendees, we will be sending publications to members who will not be able to attend but continue to support the convention. We will also have online copies of progress reports. This helps us to reach those who are not supporting or attending, but still want to stay informed.

Program books serve as a source of reference for attendees and are also collected by any fans, ensuring that advertisements will be seen repeatedly over an extended period.

Questions

If anything in this document is unclear, please e-mail publications@LoneStarCon3.org with any questions and we will aim to get back to you within two business days.

Cover and sample interior page from Progress Report #3



Booking Party & Non-Party Suites

All of the suites at LoneStarCon can only be booked by requesting them from the convention, due to their limited availability. Meaning, we cannot be certain we have enough in stock to fulfill all requests. As a result, Party Suites will be allocated amongst people who desire them. If we don't have enough to fill all of the requests, all requests for suites must be made by emailing the convention at convention@lonestarcon.com. If you want a suite for a party or otherwise, please email publications@lonestarcon3.org letting us what you want the suite for, the general type and price range you require and what nights you want it.

All parties must be held in the Rivercenter, as this is the only hotel for which we have a contract with. This waiver allows you to bring in your own food and beverages without being required to purchase them from the hotel. Party suites are available in a range of sizes from 100 to 200 sq. ft. However, the party rooms also include a large number of regular (100 sq. ft.) rooms ideal for smaller parties that don't need the extra space or cost of a suite, or for people who want convenient access to the parties. These rooms can be booked through the regular convention booking page, at the standard rate. For certain, when booking on the regular convention booking page for the Rivercenter, to select the party block. There will be links there to book both party and non-party rooms. Note that some of the suites include a bedroom, and additional connecting bedrooms are available for some of the suites. These connecting bedrooms, like the suites themselves, can only be booked through the convention.

The suites vary in price, size and arrangement, from the smallest suites (the Junior Executive, sometimes referred to as the King) priced at 100 sq. ft. to the Vice Presidential/ luxury suites at over 2,000 sq. ft. Most of the suites include a bedroom area, and many can also have a connecting standard bedroom added for the cheapest possible price. Pricing starts at \$115 for the cheapest suites, and increases to \$175 for a luxury suite or \$254 for a Presidential suite. More information on all the Rivercenter suite types available and the rates charged can be found on the convention web page.

Not all of the suite types are available on either the party or non-party block. In most of the smaller and medium sized suites can be found on both sets of floors.

The Post-War is a non-party suite, but we do have a very small number of suites available for non-party use. There are fewer than a half dozen of them – each different, but all about 100 square feet, and priced at 130\$.

To make the best use of the available suites we will be taking suite reservations through March 21st. All reservations received by then will be booked if they arrived on the same day for determining allocation. Requests received after this date will only be assigned after all earlier requests have been assigned. Requests will be first come, first served. Once all allocations and all allocations should be completed by late May.

If there are any questions about booking suites, feel free to email us at the suites booking address: suites@lonestarcon3.org




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71st World Science Fiction Convention
 San Antonio, Texas, USA
 August 29 – September 2, 2013

2013 Advertisers Spec Sheet
June 6, 2013

Souvenir Book

The Souvenir Book is a glossy, four-color publication that will reach a wide audience. It is traditionally the key Worldcon publication and is widely read and collected. The Souvenir Book typically features significant advertising content from professional, semi-professional, and fan organizations.

We offer advertising opportunities with a range of sizes from full page to quarter page, and in color as well as black and white.

Submission dates and available sizes are detailed below. For payment information, see page 6.

Deadlines

	Reserve by	Send Art by	Payment by	Publication
Souvenir Book	June 15, 2013	June 30, 2013	June 30, 2013	At Con.

Sizes and Rates

	Size (w x h)	Pro (Color / Greyscale)	Semi-Pro (Color / Greyscale)	Fan (Color / Greyscale)
Full Page *	7.5" x 10"	\$1,200 / \$800	\$800 / \$400	\$500 / \$200
Inside Front Cover *	7.5" x 10"	\$3,000 (Color)	--	--
Inside Back Cover *	7.5" x 10"	\$3,000 (Color)	--	--
Half (Vertical)	3.5" x 10"	\$700 / \$500	\$500 / \$250	\$300 / \$125
Half (Horizontal)	7.5" x 4.75"	\$700 / \$500	\$500 / \$250	\$300 / \$125
Quarter (Vertical)	3.5" x 4.75"	\$400 / \$300	\$300 / \$150	\$200 / \$75
Quarter (Horizontal)	7.5" x 2.25"	\$400 / \$300	\$300 / \$150	\$200 / \$75

**The ad may bleed for no additional cost. Ad size is 8.75" x 11.25"; this includes a 0.125" bleed to all sides.*

Advertiser Classes

Pro - The professional rate applies to all commercial, for-profit organizations employing full time staff.

Semi-Pro - The semi-pro rate applies to businesses run part-time by their owner, small press publishers, charities and other groups promoting WSFS' interests in literacy and science education.

Fan - The fan rate applies to all non-profit organizations with no salaried staff: fan-run conventions, clubs and fanzines.



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Ad Submission Guidelines

Format

Please send **press-ready electronic art**.

- File Type – Our preferred file type is a **PDF**; we will also accept **AI** or **EPS** vector formats as well as a high resolution **TIF** file. Please do **not** send Word documents, JPG or GIF files.
- Files should have an image resolution of at least **300 dpi** at **100%** of their printed size.
- All line art and rasterized text should be at least **600 dpi** at **100%** of their printed size.
- All non-raster text should be converted to outlines or have fonts embedded.
- All color graphics should be saved in **CMYK** format.
- All black and white graphics should be saved in **grayscale** format.
- All images in **PDFs** need to be **embedded**.
- All fonts in **PDFs** need to be **embedded**. Please use real typefaces. Do not use faux font settings.

NOTE: If we receive a file that does not meet these specifications, we might return it for another version. Failure to pay by the deadline means that your ad will not be run in the publication.

File Delivery

Please compress (zip) & email files to lsc3publications@gmail.com. Files should be no larger than 10 MB. If you need to send larger files, please contact us at the same email address to agree alternative delivery arrangements.

Deadlines

It is **imperative** that our deadlines are met. Wherever possible, please provide us with your copy two weeks in advance of the stated deadline so we will have a buffer to work with you in case there is a problem.



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Other Advertising Opportunities

Additional opportunities for advertising with LoneStarCon 3 are available, and new items may continue to be identified as we approach the convention. We will update our website and this specification sheet as new opportunities are confirmed.

The Pocket Program

The Pocket Program or Convention Guide is given to all attending Adult, Military and Young Adult members as well as to people attending via Day Admissions. It contains a full schedule for the convention program and events, and as such is continually referenced by the attendees. The publication is in monochrome throughout.

The Pocket Program is available for sponsorship for a single fee of \$2,000. This includes clear sponsor credits and a full page advertisement. This opportunity is open to a single sponsor on a first-come, first-served basis; no other advertising will appear in this publication. As such it provides excellent visibility and impact for an advertiser.

The Hugo Award Ceremony Booklet

LoneStarCon 3 expects to produce a Hugo Award Ceremony booklet which will be given to members attending the highlighted Hugo Award Ceremony on the evening of Sunday, September 1, 2013.

Advertising in our Major Events

Loading an auditorium with 2,000 people takes some time. To keep our audience while they wait for the Masquerade and Hugo Award Ceremony to start, LoneStarCon 3 will be running pre-shows on our larger-than-life I-MAG™ screens. We are pleased to offer advertisers the chance to include promotional slides for your event, organization, or publication as part of this presentation. Rates start from just \$60 so this is a great opportunity for fan groups to advertise forthcoming conventions and even room parties.

We expect the pre-show to last for up to an hour for each event, during which time your slide(s) will be shown a minimum of eight times (minimum of five seconds each time) for maximum visibility. Video content will be wrapped around the adverts. Prices per slide are as follows.

	Masquerade	Hugo Awards Ceremony	Both Events
Event Time	Saturday 8 p.m.	Sunday 8 p.m.	
Fan	\$60	\$75	\$120
Semi-Pro	\$120	\$150	\$250
Pro	\$180	\$225	\$390



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Additional details and technical specifications for the I-MAG slides can be obtained by writing to us at events@LoneStarCon3.org.

Bookings can be made by writing to publications@LoneStarCon3.org. The booking and payment deadline is **Friday, August 16, 2013**. For payment information, see page 6.

Sponsorship

LoneStarCon 3 also offers a wide variety of sponsorship opportunities ranging across the whole range of convention activities. To discuss sponsorship, please contact the LoneStarCon 3 Publications Division Head, Karen Meschke, directly at publications@LoneStarCon3.org.



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Payment Information and Terms

Payment

Payment can be made by check or credit card.

Checks should be sent to:

LoneStarCon 3 Publications
PO Box 27277
Austin, TX 78755-2277

Please do not send checks until you have received confirmation of acceptance for your advertisement. Please ensure that your cover letter indicates clearly who the check is from and what it is for, so that our finance team can process your payment promptly.

Credit card payment can be made online at

<https://www.lonestarcon3.org/payment/payment-general.html>

Please select “Advertising Payment” as the payment reason on the web form, and again, please complete the details field to indicate clearly who the payment is from and what it is for.

Terms & Conditions

Information in this document is subject to change without notice. All images included in any ads must have the right to copy and distribute. LoneStarCon 3 will not be held responsible for copyright infringement.

Queries

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