

EVENT GUIDE



Technical Specifications Hal-Con - Sci-Fi, Fantasy & Gaming Convention November 4th - 6th, 2016

Publication:

There are a number of opportunities to advertise with Hal-Con. Our convention guide will be distributed among the 8000+ anticipated guests in attendance at the convention. For local businesses, this is a great opportunity to spread the word to a group of early adopting individuals with the disposable income to purchase your product.

We also offer the opportunity to purchase ad space in our Gaming Guide. This booklet will be distributed to between 600-800 gamers, and offers you an inexpensive way to target an very exclusive market.

Convention Attendance:

An estimated 8,000+ people will visit the convention over the weekend.

Advertising Information

Rates:

Program Purchase Deadline: **September 16, 2016.**

Convention Guide

- Back Cover – Full page colour* (1 available) Colour: **\$1000 + HST**
- Inside Cover – Full page colour* (2 available) Colour: **\$750 + HST**
- Full Page (5 available) Black & white: **\$350 + HST**
- Half Page (6 available) Black & white: **\$225 + HST**
- Quarter page (10 available) Black & White: **\$125 + HST**

Gaming Guide

- Gaming Guide Full Page (2 available) Black and White: **\$100 + HST**
- Gaming Guide Half Page (2 available) Black and White: **\$75 + HST**
- Gaming Guide Quarter Page (4 available) Black and White: **\$50 + HST**

All prices listed in \$CAD.

***BONUS: Full page back and inside covers will also have your logo included on the Jumbotron**

Email ads@hal-con.com for inquires or to book your space.

Artwork Deadline

September 30th, 2016 by 11:59pm AST

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Accepted File Formats:

Artwork must be provided to Hal-Con in one of the following formats:

Illustrator AI/EPS - Images must be embedded in the file and all fonts must be outlined.

PDF – PDF/X-1a

JPG – High resolution JPEG images (minimum 300 DPI)

All files must be in CMYK format (Pantone colors must be converted).

We do not accept InDesign and Quark Xpress formats.

File Transfer Info:

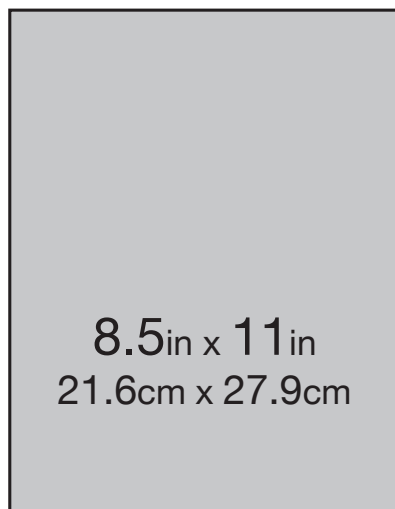
Please submit your file by email (10 MB or less) or by a free file hosting website (10 MB and over).

Email (10 MB or less): Send to ads@hal-con.com

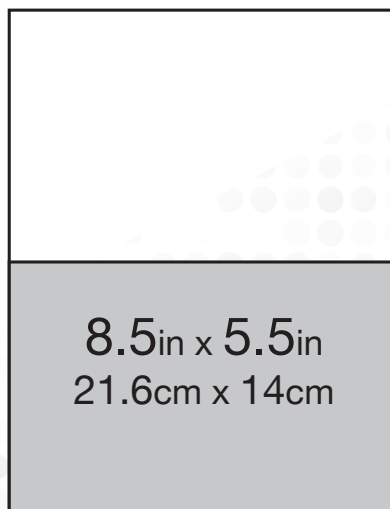
10 MB and over : Google Drive (drive.google.com) or Dropbox (dropbox.com)

SAMPLE AD SIZES

Full Page Ad



Half Page Ad



1/4 Page Ad

