

EVENT GUIDE



Technical Specifications

Hal-Con - Sci-Fi, Fantasy & Gaming Convention

September 22nd – 24, 2017

Convention Attendance:

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

Advertising Information

Program Purchase Deadline: August 8th, 2017

Artwork Deadline: August 22nd, 2017 by 11:59pm AST

Convention Guide

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.

- 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

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.

- 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**

Silvervision

Have your ad in rotation on the big screen! Your ad will play all 3 days of Hal-Con during vendor floor hours. The image file you submit must be 720 x 486 resolution and we would suggest you use a bold image and just a few key words.

- Ad on the Silvervision is for a 5 sec spot in rotation: **\$75 +HST**

All prices listed in \$CAD.

Advertising Payment

Email ads@hal-con.com for inquires or to book your space. Once an ad has been accepted, payment can be made through your quickbooks invoice. Other arrangements can be made by emailing payments@hal-con.com.

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

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

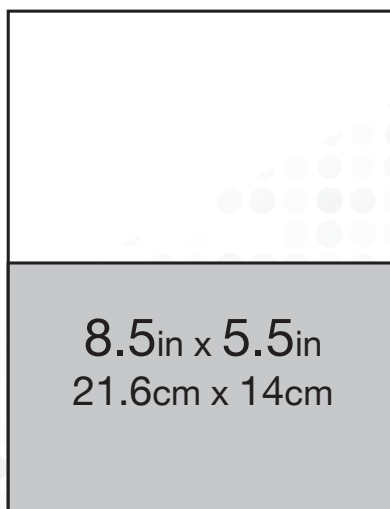
10 MB and over : Google Drive (drive.google.com) or Dropbox (dropbox.com)

SAMPLE AD SIZES

Full Page Ad



Half Page Ad



1/4 Page Ad

