

## **Advertising Agreement**

By submitting this form, you are requesting advertising space in the 2017 HonorCon program guide.

### I. Application

- 1. The Manticore Company Limited, d/b/a HonorCon, reserves the right to reject any dealer application, for any reason, at its sole discretion.
- 2. To be considered for space your application/forms and full payment must be postmarked no later than July 30th, 2017. After that date, reservations will be on a first come, first served basis.
- 3. Full payment for space and/or ads MUST accompany your completed and signed Advertising Agreement Form. Space will NOT be assigned without full payment for all items.
- 4. The Vendor Department Head will assign space as convention management determines what is best for the layout.

Please complete and send this form with the requested documents to <a href="mailto:ads@honorcon.org">ads@honorcon.org</a> or mail to: <a href="mailto:Danielwalker15">Danielwalker 15 Willis Court, Durham, North Carolina, 27704</a> to apply for advertising space.

If you are another Convention we can also do an Ad Swap with you. Just email me and we can work out the specifics of the swap. Also, if you do not have your dates/theme set for your upcoming convention, you can just make a small blurb about your con and have your ad listed with "check our website for more details" —that is a great way to have a generic ad without having to feel pressured to get your dates or theme into the ad..

# Business Information Name of Business: Name of Primary Contact: Phone: Email: Address: City: State: ZIP:

## **Ad Copy**

Ad Copy should be submitted in vector art format or vector format with an embedded bitmap in the file. Acceptable file types: Ai, PDF, JPEG, PNG, TIFF, PSD, BMP. Acceptable resolution stated in the Ad Specs on the chart below.

**Minimum** acceptable resolution is **300dpi**. Copy should be emailed to <a href="mailto:ads@HonorCon.org">ads@HonorCon.org</a> no later than **July 15, 2017**. Due to layout and printing deadlines, we cannot accept ad copy after this date.

Pricing

Select	Ad Size & Specs	Color/Black & White	Price	Subtotal
	Outside Back Cover			
	Full Page (7 ½ x10) plus bleed			
	2626 x 3375 px	Full Color	\$250	\$
	Inside Back Cover			
	Full Page (7 ½ x10) plus bleed			
	2626 x 3375 px	Full Color	\$200	\$
	Inside Front Cover			
	Full Page (7 ½ x10) plus bleed			
	2626 x 3375 px	Full Color	\$200	\$
	Full Page Interior	☐ Full Color	\$175	\$
	7 ½ x10 plus bleed			
	2626 x 3375 px	☐ Black & White	\$100	\$
	Half Page Interior			
	7 ½ x 4 7/8 plus bleed			
	2250 x 3000 px	Black & White	\$80	\$
	1/4 Page Interior			
	3 5/8 x 4 7/8 plus bleed			
	1088 x 1463 px	Black & White	\$55	\$
			TOTAL	\$

# **Payment**

Payment in full is due no later than July 30, 201 payment is not received by this date.	7. Your ad space will not be reserved if
Payment Options: (please check)	
Processing Fee.  There will be a \$35.00 charge for	rCon) accounts must include a \$45.00 Bank checks returned for insufficient funds, and a will be required to replace any returned
☐ Pay via Paypal (please send funds to <u>finance</u> payment to conchair2@gmail.com	@HonorCon.org) Please send receipt of this
<ol> <li>Items to Mail:         <ol> <li>This application, completed and signed</li> <li>Your Check Payment made payable to Ho contact Vendor Department (ads@Honor Mail to: Daniel Walker, HonorCon – 15 Windows)</li> </ol> </li> </ol>	Con.org)
By signing below, I state I am authorized to significant listed above. I also agree to abide by the terms	
Authorized Agent/POC:	Date:
For Office Use Only Date Received: Application Paym	nent Payment Type