



Advertising opportunities in
The Big Chile
Left Coast Crime 2011
Program Book

Program Book Specifications

Trim size: 8.5" x 11"

Live image area: 7.25" x 9.825" (no bleed)

Full color CMYK covers; black only (grayscale) inside pages

Rates

Cover pages (color, full page only):

Inside front or inside back cover: \$1,500

Back cover: \$1,500

Interior pages (grayscale, width x height):

Full page (7.25" x 9.825"): \$600

Half page (7.25" x 4.75" or 3.25" x 9.825"): \$350

Quarter page (3.5" x 4.75"): \$200

Business card size (3.5" x 2") attendee: \$50

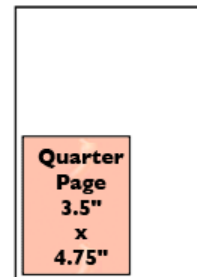
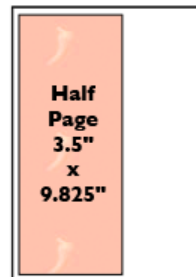
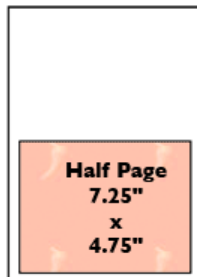
Business card size (3.5" x 2") non-attendee: \$75

Ad Format: High Resolution PDF

Save ad as a grayscale PDF file; CMYK for covers. High resolution, ready for high quality print. Ad can also be a JPG or PNG at least 300 dpi (dots per inch).

Embed all fonts; otherwise fonts may not print correctly. It would be helpful if you include a printout of your ad with your order to document the correct look.

Sizes/Configurations



Please Reserve Ad Space Early

To facilitate program production, please reserve your ad space as early as possible. Complete the reservation form and send with payment no later than February 28, 2011.

The Big Chile: Left Coast Crime 2011
Program Book Advertising Reservation Form

1. Check desired ad specification — please use a separate form for each ad requested.

Cover pages* (color, full page only): \$1,500

Inside front cover Inside back cover Outside back cover

* Cover pages will be assigned in order of receipt of the reservation and payment.
In the event of a tie, a random drawing will be made.

Interior pages (grayscale, width x height):

- Full page (7.25" x 9.825"): \$600
 Half page (7.25" x 4.75" or 3.25" x 9.825"): \$350
 Quarter page (3.5" x 4.75"): \$200
 Business card size (3.5" x 2") attendee: \$50
 Business card size (3.5" x 2") non-attendee: \$75

2. Payment — Make check payable to “LCC 2011”

Enclosed: \$ _____

Send invoice: \$ _____ Purchase order # _____

3. Contact information

Date: _____

Name: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____

Email: _____

4. Sample ad copy: Attached Will send later

5. Mail this form and any accompanying check and sample ad copy to:

Left Coast Crime
PO Box 93502
Albuquerque NM 87199

6. Email camera-ready ad copy to: LeftCoastCrime2011@StopYoureKillingMe.com

Thank you! Joseph Badal (Josephbadalbooks@aol.com) and
Susan Zates (smzates@yahoo.com), Advertising Co-Chairs