



**Program Book Specifications**

Trim size: 8.5" x 11"  
 Live image area: 7.25" x 9.825" (no bleed)  
 Covers: full color CMYK  
 Interior Pages: grayscale

**Rates in Canadian Dollars**

Cover pages (color, full page only, 7.25" x 9.825"):

~~Inside front cover: \$1,250 CAD~~ **SOLD**

~~Inside back cover: \$1,250 CAD~~ **SOLD**

Back cover: \$1,875 CAD

Interior pages (grayscale, width x height):

Full page (7.25" x 9.825"): \$625 CAD

Half page vertical (3.25" x 9.825"): \$350 CAD

Half page horizontal (7.25" x 4.75"): \$350 CAD

Quarter page (3.5" x 4.75"): \$190 CAD

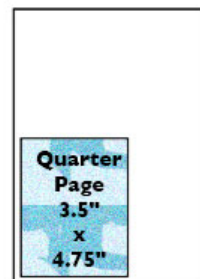
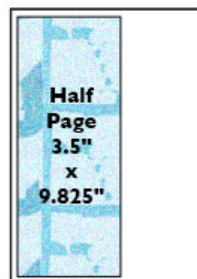
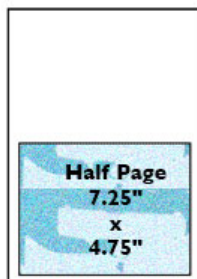
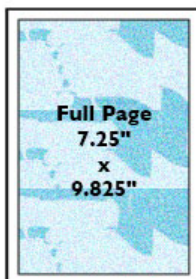
Business card size (3.5" x 2"): \$65 CAD (attendee), \$95 CAD (non-attendee)

**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.

Embed all fonts to ensure correct printing.

**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 8, 2019.
- The deadline for submission of artwork is February 22, 2019.

**WHALE OF A CRIME: LEFT COAST CRIME 2019**  
**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)

- Outside back cover: \$1,875 CAD  
 ~~Inside front cover: \$1,250 CAD~~ **SOLD**  
 ~~Inside back cover: \$1,250 CAD~~ **SOLD**

Cover pages will be assigned in order of receipt of the reservation and payment.

Interior pages (grayscale, width x height):

- Full page (7.25" x 9.825"): \$625 CAD  
 Half page horizontal (7.25" x 4.75"): \$350 CAD  
 Half page vertical (3.25" x 9.825"): \$350 CAD  
 Quarter page (3.5" x 4.75"): \$190 CAD  
 Business card size (3.5" x 2") attendee: \$65 CAD  
 Business card size (3.5" x 2") non-attendee: \$95 CAD

Ad placement is run-of-the-book; earlier payments of full-page ads get first consideration.

2. Payment — Make cheque payable to “Left Coast Crime Convention Association”

3. Contact information

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

4. Mail this form and your cheque to reserve your ad to:

Left Coast Crime 2019  
Attn. Linda McNab  
6260 Skaha Crescent  
Richmond, BC V7C 2R2 CANADA

5. The deadline to return this form with payment to reserve ads is February 8, 2019.

6. Email ad copy by February 22, 2019, to:

Stan Ulrich <Stan@LeftCoastCrime.org>