

# Left Coast Crime 2025

## Program Book Advertising

### 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

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

Inside front cover: \$1,000

Inside back cover: \$1,000

Back cover: \$1,500

Interior pages (grayscale, width x height):

Full page (7.25" x 9.825"): \$500

Half page vertical (3.25" x 9.825"): \$275

Half page horizontal (7.25" x 4.75"): \$275

Quarter page (3.5" x 4.75"): \$150

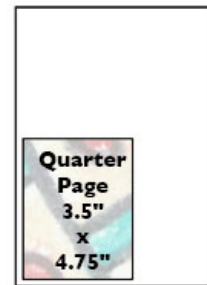
Business card size (3.5" x 2"): \$50 (attendee), \$75 (non-attendee)

### 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 January 31, 2025.
- The deadline for submission of artwork is February 15, 2025.

# Left Coast Crime 2025: Rocky Mountain High Jinks

## 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: \$1,500
- Inside front cover: \$1,000
- Inside back cover: \$1,000

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"): \$500
- Half page horizontal (7.25" x 4.75"): \$275
- Half page vertical (3.25" x 9.825"): \$275
- Quarter page (3.5" x 4.75"): \$150
- Business card size (3.5" x 2") attendee: \$50
- Business card size (3.5" x 2") non-attendee: \$75

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

2. Payment — Make check payable to “Left Coast Crime”. We can also accept Zelle or PayPal payments. Email Stan Ulrich <Stan@LeftCoastCrime.org> for details.

3. Contact information

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

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

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

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

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

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

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

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

Left Coast Crime  
Attn. Stan Ulrich  
7 Pueblo Drive  
Santa Fe, NM 87505

5. The deadline to return this form with payment to reserve ads is January 31, 2025.

6. Email ad copy by February 15, 2025, to:

Stan Ulrich <Stan@LeftCoastCrime.org>