



## About Anthrocon

Thank you for your interest in advertising with Anthrocon for our 2010 convention! The convention takes place at the David L. Lawrence Convention Center in Pittsburgh, PA from June 24-27, 2010. The convention caters to Furry fandom (fans of anthropomorphic animals) and is the largest of its type in the world.

## General Information

All advertisements should be within the 'G' to 'PG-13' rating. The Advertising Department reserves the right to reject advertisements for any reason.

Please proofread your ad carefully before submission. We do not have the ability to correct typographical errors in your advertisement once submitted.

## At-Con Guide Ads

The At-Con Guide is an 8.5" x 11" booklet containing useful information which is distributed to all attendees. Advertising is not available in the conbook this year.

**Black and white ads** are available on inner pages of the guide only. Guide ad rates for Anthrocon 2010 are:

Type	Size	Price
Full Page	7½" W x 10" H	\$100.00
Full Page (Bleed)	8½" W x 11" H	\$200.00
¾ Page	7½" W x 7¼" H	\$80.00
½ Page	7½" W x 4¾" H	\$60.00
¼ Page (wide)	7½" W x 2¼" H	\$40.00
¼ Page (high)	3½" W x 4¾" H	\$40.00
⅛ Page	3½" W x 2¼" H	\$20.00

Advertisements in the guide may be used as display ads before and after events at the convention. There is no additional charge for this service.

**Full color ads** are currently only available on the outside back cover, inside front cover, and inside back cover of the At-Con Guide only. Cost is \$300 per page. Contact the Advertising Department to reserve space.

## Electronic Submissions

Electronic submissions are preferred. Acceptable file formats include TIFF, EPS, JPEG (high quality), GIF, Adobe Photoshop, or Adobe PDF. All scans must be high-resolution at 300 dpi or higher.

You may submit your file via e-mail to [advertising-2010@anthrocon.org](mailto:advertising-2010@anthrocon.org) or upload it at <http://tinyurl.com/yakjf76>.

## U.S. Mail

CD-ROMs or hardcopy advertisements to be scanned should be sent flat with a stiffener. Scanning for ready art is provided free of charge. Ads should be printed on heavy white paper with no watermarks. Do not send pencil work. Please note Anthrocon is not responsible for damage in transit and cannot return original work.

## Convention Bag Inserts

Convention bag inserts are any 8½" x 11" flyer or promotional item to be inserted into the bag each attendee receives at registration. Cost for this service is \$200. Material must be approved by the Advertising Department before distribution. **Important: All materials must be delivered to Registration ready to insert no later than 1:00 pm, June 23, 2010. Contact the Advertising Department for shipping details.**

## Submission and Payment Information

**Your ad and payment must be received no later than April 26, 2010.** Make check or money order payable to Anthrocon, Inc. and send the attached request form to:

**Anthrocon - Advertising Dept.  
c/o Karl Jorgensen  
P.O. Box 4211  
Leesburg, VA 20177**

*Note this address is for advertising-related correspondence only.*

If you have any questions, contact us at [advertising-2010@anthrocon.org](mailto:advertising-2010@anthrocon.org).

**ANTHROCON 2010  
ADVERTISING REQUEST FORM**



Please print clearly. Ad copy and payment must be received no later than **April 26, 2010**.

**SECTION 1: CONTACT INFORMATION**

<b>Real Name:</b> _____	<b>OFFICE USE ONLY</b>
<b>Mailing Address:</b> _____ _____ _____	
<b>Phone Number:</b> _____	
<b>E-mail Address:</b> _____	
	AD# _____
	REC _____
	AMT _____
	FWD _____

**Privacy Statement:** The information provided here is for use by Anthrocon solely to provide more efficient service to its members. No information will be sold or traded to any third party for commercial purposes.

**SECTION 2: ADVERTISEMENT INFORMATION**

Select the type of advertising desired:

Type	Useable Space	Price	Enter Amount
At-Con Guide Full Page	7½" W x 10" H	\$100.00	
At-Con Guide Full Page (Bleed)	8½" W x 11" H	\$200.00	
At-Con Guide Cover (Full color) Specify inside front / inside back / outside back <i>(Limited Availability — Reserve ASAP!)</i>	8½" W x 11" H	\$300.00	
At-Con Guide ¾ Page	7½" W x 7¼" H	\$80.00	
At-Con Guide ½ Page	7½" W x 4¾" H	\$60.00	
At-Con Guide ¼ Page (horizontal)	7½" W x 2¼" H	\$40.00	
At-Con Guide ¼ Page (vertical)	3½" W x 4¾" H	\$40.00	
At-Con Guide ⅛ Page	3½" W x 2¼" H	\$20.00	
Convention Bag Inserts		\$200.00	
<b>TOTAL AMOUNT ENCLOSED:</b>			<b>\$</b>

**SECTION 3: MAILING INFORMATION**

Make check/money order payable to **Anthrocon, Inc.** Mail this form and your payment to:

Anthrocon – Advertising Department  
c/o Karl Jorgensen  
P. O. Box 4211  
Leesburg, VA 20177

This address is for *advertising-related correspondence only*. If you have any questions, please contact us at **advertising-2010@anthrocon.org**, or visit our website at **www.anthrocon.org**