

Windycon 47 in 2020

Advertising Rates

Windycon is an annual science fiction convention which will be held at the Westin Lombard Yorktown Center in Lombard, Illinois the weekend of November 13-15. Windycon is now celebrating its 47th year as Chicago's longest running science fiction convention. We are soliciting ads for our program book which is distributed to each registered attendee upon arrival. The convention averages around 1,200 attendees each year.

The final page of this document is a copy of our flyer, which will provide more information on our dates, location, and guests this year.

Pages 2-4 are visual layouts to help guide your selection of ad size. The first half of our program book is in a 2 column format and contains guest biographies as well as information about the various convention departments. The second half of the program book is in a 3 column format and lists our event schedule and descriptions. The book includes the ISFiC Writers Contest winner.

Fan rates apply to clubs and fan groups, as well as other conventions and 501(c) organizations. Pro rates apply to businesses. If you are not sure which apply to you, please e-mail us with a description of your organization and we will help you select the correct rate.

Ads will be provided in grayscale and should be provided in grayscale. A limited number of full page color ads (inside covers and back cover) are available for twice the grayscale cost listed below. Query for availability.

For ad copy, we require camera ready art. For electronic files, pdf is preferred, but we can also accept jpg (high res), tif, and png files. Electronic files can be e-mailed to marketing@windycon.org. Hard copy, CDs, or USB drives can be mailed to:

Argentus

707 Sapling Lane

Deerfield, IL 60015-3969

Online Ads

On-line ads, to run on the windycon.org website are available for \$50 if accompanying a full- or half-page print ad, \$100 if there is no print ad. On-line ads will run from the time of payment and delivery of the ad until the end of the convention (November 15, 2020).

On-line ads should be sent as banners, 468x60 pixels, to marketing. The ad or linking URL may be changed once per month.

Deadlines

The deadline for reserving ad space is **September 15, 2020**. Ad copy and payment will be due on **September 30, 2020**. Please remember that no ad will run without pre-payment.

Payment

Please make checks payable to **Windycon** and mail them to:

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P.O. Box 1044

Matteson, IL 60443-4044

If you prefer to pay electronically, e-mail marketing@windycon.org and we will generate a PayPal invoice for your convenience

Section	Size	Dimensions	Fan Rate	Pro Rate
All	Full Page	10" x 7.5"	\$150	\$250
All	1/2 Page, Horizontal	4.75" x 7.5"	\$75	\$125
All	1/3 Page Horizontal	3" x 7.5"	\$60	\$100
All	1/4 Page Horizontal	2.25" x 7.5"	\$50	\$75
2 Column	1/2 Page Vertical	10" x 3.5"	\$100	\$150
2 Column	1/4 Page Vertical	4.75" x 3.5"	\$50	\$75
2 Column	Horizontal business card	2" x 3.5"	\$25	\$50
3 Column	1/3 Page Vertical	10" x 2.25"	\$60	\$100
3 Column	1/3 Page Square	4.75" x 4.75"	\$60	\$100
3 Column	Vertical business card	3.5" x 2"	\$25	\$50
			With half- or full page print ad	Without print ad
On-line ad		468 x 60 pixels	\$50	\$100

1/2 Page Horizontal

4.75" h x 7.5" w

F: \$75, P: \$125

1/3 Page Horizontal

3" h x 7.5" w

F: \$60, P: \$100

1/4 Page Horizontal

2.25" h x 7.5" w

F: \$50, P: \$75

1/2 Page Vertical
10" h x 3.5" w
F: \$100, P: \$150

1/4 Page Vertical
4.75" h x 3.5" w
F: \$50, P: \$75

Horizontal Business Card
2" h x 3.5" w
F: \$25, P: \$50

Vertical Business Card
3" h x 2" w
F: \$25, P: \$50

1/3 Page Vertical
10" h x 2.25" w
F: \$60, P: \$100

1/3 Page Square
4.75" h x 4.75" w
F: \$60, P: \$100

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Urban Fantastic

November 13-15

Westin, Lombard, IL

Author: Ben Aaronovitch

Science/Maker: Elizabeth Koprucki

Music: Seanan McGuire

Gaming: Ken Hite

Artist: Ray Van Tilburg

Editor: Bella Pagan

Agent: John Berlyne

TM: Ada Palmer



windycon.org

Ray Van Tilburg