



# Advertising Rates

## Seattle Worldcon 2025 Souvenir Book

### Building Yesterday's Future - For Everyone

The World Science Fiction Convention (Worldcon) Souvenir Book serves as a source of reference for attendees and provides a memento of the event, ensuring that advertisements will be seen repeatedly over an extended period. The Seattle Worldcon 2025 Souvenir Book will be a glossy, four-color publication which typically features significant advertising content from professional, semi-professional and fan organisations. It is traditionally the key Worldcon publication and is widely read and collected (usually in libraries around the world as well as by SF Fans).

We offer advertising opportunities in the Souvenir Book with a range of sizes from full page to eighth page (B/W ads will be printed in CMYK). We also offer limited **FREE** advertising space in our upcoming Newsletters and Progress Reports. Payment for any advertising should be made by credit card, check or a bank transfer into our bankaccount. We will issue you an invoice for the advertisement, with payment instructions

#### *Seattle Worldcon 2025 Souvenir Book Advertising Sizes & Rates*

	<b>size</b>	<b>Fan Rate</b>	<b>Semi Pro Rate</b>	<b>Pro Rate</b>
Full page	8.5" x 11" + 1/8" bleed	\$ 300	\$ 475	\$ 1,000
	7" x 9.5" no bleed	\$ 300	\$ 475	\$ 1,000
1/2 page horizontal	7" x 4.85"	\$ 225	\$ 325	\$ 600
1/2 page vertical	3.5" x 9.5"	\$ 225	\$ 325	\$ 600
1/4 page	3.5" x 4.75"	\$ 100	\$ 200	\$ 300
1/8 page	3.5" x 2.38"	\$ 75	\$ 150	\$ 200
Double Page Spread	2 x 7" x 9.5" no bleed 17" x 11" + 1/8" bleed	\$ 475	\$ 750	\$ 1,500
Inside Front - Backcover	8.5" x 11" + 1/8" bleed	\$ 750	\$ 1,250	\$ 1,500

**Space Reservation**  
*May 1st, 2025 (or earlier)*

**Ad Copy & Payment Deadline**  
*June 1st, 2025*

**Publication Date**  
*August 13th, 2025*

#### *Copy submission guidelines for Souvenir Book*

1. Please send press-ready electronic art to us at [ad-sales@seattlein2025.org](mailto:ad-sales@seattlein2025.org)
2. For Double Page ads, send as two separate pages
3. Image resolution: files should be at 300 dpi at 100% of their printed size.
4. File type: we will accept PDF, TIF, high resolution JPG or EPS files. (Please do not send MS Word documents, standard JPG, or GIF files.) For PDF, use press quality setting or contact us for Souvenir Book PDF job options.
5. All InDesign files are accepted only if packaged with images and fonts.
6. Compression: zipped and Stuffit files accepted and recommended.

#### *Color and Content*

1. Color: all colour graphics should be saved in CMYK format.
2. Black-and-White: all black and white graphics should be saved in grayscale or other B/W format. The B/W ads will automatically be converted in the print process to CMYK which will add additional "depth" to the ad.
3. No RGB text or RGB art anywhere.
4. Images: all images in PDFs need to be embedded.
5. Fonts: embed all fonts, or convert all fonts to outlines.
6. If ad bleeds, include crop and bleed marks. Otherwise, crop marks optional.

Rate Card Rev 07/24