

THE MILLENNIUM PHILCON®

The 59th World Science Fiction Convention

About The Convention

The Millennium Philcon®, the 59th World Science Fiction Convention, will be one of the largest single gatherings of Science Fiction and Fantasy fans from around the world to be held in 2001. This year the convention will be held in Philadelphia with expected attendance of over 3,000.

The Millennium Philcon® will be held over Labor Day Weekend, August 30 through September 3, 2001 at the Pennsylvania Convention Center and the Philadelphia Marriot Hotel.

Guests of Honor for the convention are **Greg Bear** (Author), **Stephen Youll** (Artist), **Gardner Dozois** (Editor), **George Scithers** (Fan) and **Esther Friesner** (Toastmaster). These guests will participate in convention programming with writers, editors, artists and others active in the fields of Science Fiction and Fantasy, but the programming will offer a wide range of topics that go well beyond the confines of these fields.

In addition to regular programming, we will hold the *Hugo Awards Ceremony* and the Association of Science Fiction and Fantasy Artists' *Chesley Awards*. We will also have Opening and Closing ceremonies, Dealers' Room, Art Show and Print Shop, special exhibits, masquerade, movies and videos (including animé – Japanese animation), gaming, dances, filksinging and other music programming, parties, and many other special events and features that can only be found at the Worldcon.

The Millennium Philcon® Souvenir Book will reach an audience almost exclusively composed of science fiction, fantasy and gaming fans. The interior pages will be printed on a white offset text stock and bound inside a sturdy, gloss cover with artwork by Artist Guest of Honor, Stephen Youll. We have a limited 4-color advertising capacity for those who are interested. This book, which is guaranteed to be a collector's item, will be distributed to attendees at the Convention and mailed to those members who do not attend.

Explanation and Application of the Fan, Semi-Pro/Educational, and Pro Rates

Fan – Rates apply to fan clubs, conventions and other fan activities. Any ad submitted under these rates must be from such an organization and must be promoting or offering information about itself and/or its activities, including fund raising activities, membership rates and general information. *Payment must be included with your ad.* (We are offering valid Worldcon bids a credit of \$100 toward the purchase of at least a full page ad.)

Semi-Pro/Educational – Rates apply to university press publications, small press publications, limited circulation magazines (*must meet at least two of the following criteria:* (1) has a circulation of at least 1,000 copies per issue, (2) pays its contributors/staff in other than copies of the publication, (3) provides at least half the income of any one person, (4) has at least 15% of its total space occupied by advertising, or (5) calls itself a semi-pro publication).

Pro – Rates apply to all other individuals, businesses and organizations.

If you are unsure which rates applies to you, please write and describe your situation.

Address All Correspondence, Insertion Orders and Materials to:

Millennium Philcon Souvenir Book Advertising
c/o Diana Thayer
12341 Band Box Place
Dallas, Texas 75244-7001 USA
Phone: 972-484-2144
E-mail: danson@airmail.net

Printing Specifications

Trim size	8-1/2" × 11"
Binding	Perfect Bound
Printing Method	Offset

Mechanical Requirements

No Edge Bleed	Width	Depth
Full Page	7-1/2"	10"
1/2 Page Vertical	3-5/8"	10"
1/2 Page Horizontal	7-1/2"	4-7/8"
1/4 Page Vertical	3-5/8"	4-7/8"
1/4 Page Horizontal	4-7/8"	3-5/8"
Gutter Bleed Spread	16"	10"

Full Bleed	Width	Depth
2 Page Spread	17-1/4"	11-1/4"
Full Page	8-5/8"	11-1/4"
Covers 2 and 3	8-5/8"	11-1/4"

Preferred Materials

B&W: Camera-ready copy; reproduction proofs; screened velox prints; offset film negatives, right reading, emulsion side down accompanied by a paper print.

Color: Offset film negatives, right reading, emulsion side down. Film must be accompanied by a color proof, progressive proof, cromalin, matchprint or other approved type of pre-press proof.

B&W Screen	120, maximum 150
Four Color	133, maximum 150

Preparation of advertisements from art and mechanical, and all other production charges will be billed at cost.

Digital Files

If you wish to send your ad in a digital format, please contact Diana Thayer for platform and format specifications. Any additional file preparation and output will be billed at cost.

Closing Dates

Space reservations	Extended to June 30, 2001
All materials MUST be received by	July 15, 2001

Ads received after July 15, 2001 will not be published and the ad copy will be returned.

Commissions & Discounts

15% of gross will be allowed to recognized advertising agencies on space and position. No commission allowed on production charges. No cash discounts.

B & W Advertising Rates

Size	Fan	Semi-Pro/ Educational	Pro
Full Page	\$175.00	\$375.00	\$500.00
1/2 Page	150.00	250.00	325.00
1/4 Page	125.00	175.00	200.00
Cover 2	N/A	N/A	750.00
Cover 3	N/A	N/A	750.00

Color Advertising Rates

A limited amount of four color advertising space is available for full page advertisers only, including Covers 2 and 3.

Size	Fan	Semi-Pro/ Educational	Pro
Full Page	N/A	N/A	\$ 750.00*
Cover 2	N/A	N/A	1000.00
Cover 3	N/A	N/A	1000.00

*Full color will only be offered on internal pages if enough interest is shown to warrant the printing cost.

Distribution

More than 2000 copies will be distributed from a minimum print run of 3000

Terms and Conditions

All invoices are net 30 days. There will be a 1.5% late fee per month on all invoices not paid after 30 days. After 90 days, collection procedures will be instituted with all costs of collection charged back to the advertiser and/or its agency. We will collect a minimum of \$20.00 service fee for each check that is returned to us unpaid.

The Millennium Philcon® reserves the sole and exclusive right to determine whether an advertiser falls into the "Pro", "Semi-Pro/Educational" or "Fan" category. We also reserve the right to reject any advertising. Acceptance of your advertising by The Millennium Philcon® indicates your acceptance of all the conditions of this rate card.

All space reservations, insertion orders or materials must include the name, address and telephone number of the advertiser or agency, and the name of a contact person for your advertising to be accepted.

Payment

*Please make all checks payable to: **The Millennium Philcon.*** All checks must be in U.S. funds, must be drawn on a U.S. bank and must have a federal routing code (e.g., 53-60/113) printed on them. Mail payments to:

Millennium Philcon Souvenir Book Advertising
c/o Diana Thayer
12341 Band Box Place
Dallas, Texas 75244-7001

For information about paying by VISA or MasterCard, please contact Diana Thayer at the above address, by phone (972-484-2144) or by e-mail (danson@airmail.net).