

For all descriptions, a *full page* is 5.5" wide by 8.5" tall (portrait mode), with a small non-printable border area (full bleed art would require special arrangements at additional cost); all page fractions are based on this size as well. With the exception of the centerfold, left-page and right-page alignment is not guaranteed to be exact. Interior pages will be printed or copied in black on standard white paper. Inside front and back covers will be printed or copied in black on light-colored cover stock.

Full page (5.5-"w x 8.5-"t), interior = \$30

Full page (5.5-"w x 8.5-"t), inside front cover = \$100

Full page (5.5-"w x 8.5-"t), Inside back cover = \$75

Centerfold two-page spread (11-"w x 8.5-"t)= \$70 (does count as two pages for purposes of multi-page discount)

3/4 page (5" w x 6" t), interior = \$25

1/2 page (5" w x 4" t or 2.5" w x 8" t), interior = \$20

1/4 page (5" w x 2" t), interior = \$15

All ad prices assume originals supplied "camera ready" in a form that can be directly scanned on a standard 8.5" x 11" flatbed scanner, OR directly-importable electronic submission via prearranged media (or transmission method) and file type. Non-camera-ready, oversized, etc. original(s) (by advance negotiation only) may be charged an additional fee, plus any associated direct cost(s). We can also help you design your ad, for a suitable fee negotiated depending on details.

Guaranteed special interior placement: \$5 additional for basic placement (for instance, an ad for a gaming store could be placed with the gaming descriptions or schedules); more complex arrangements negotiated on an individual basis.

Premium placement on locator map: We will be producing a basic map of the immediate area either as part of the program book, or as a separate sheet distributed with it. This will emphasize services and businesses of direct interest to our attendees (these are primarily restaurants, convenience stores, and gaming shops). Ordering a 1/2 page or larger ad gets a standout listing (bold or larger print). Additional options, such as logo placement or additional information on the map, negotiated on an individual basis.

Logo or name placement worked into cover art: \$150 if ordered in addition to a 1/2 page or larger ad. Availability is not certain, requires advance arrangement, and will be limited. Please make arrangements as soon as possible if you are interested in this option.

Inserts (coupon, magnet, bookmark, postcard, etc.), supplied by advertiser ready-to-insert and less than or equal to full page sized: \$10 if ordered in addition to a 1/2 page or larger ad; \$20 otherwise.

Other inserts: above pricing, plus actual production and processing costs, plus a reasonable setup and/or handling fee as needed. Details negotiated on an individual basis.

Deduct \$5 from total order cost for orders with two or more full pages.

Deduct \$5 from total order cost for non-profit organizations and student groups (we reserve the right to define these categories more closely if necessary, and/or to request documentation).

We reserve the right to decline any or all ads if they are, in our sole opinion, inappropriate for our program book. This may include, but is not limited to, ads which we deem to be excessively lewd (remember, under-age individuals may be reading this; however, legal adult subjects, products, or services are not forbidden if handled with sufficient discretion and taste), of dubious legality, particularly inappropriate for our audience, or simply in bad taste.

We do accept some payment "in kind", by advance arrangement. Some things that we have negotiated for in the past include bags (approximately 350, to insert the program book and other material), and copy and print services. We also have a use for a limited number of small trophies, a variety of office supplies, folding tables, a small-medium moving truck, and assorted electronic and P/A equipment. Game product donations, for tournament prizes, require additional approval from the gaming coordinator, and are usually valued at less than list.

More sophisticated packages may be negotiated on an individual basis. Possibilities include sponsoring a guest, panel, or tournament; this could involve name and/or logo placement whenever the sponsored item is mentioned, including our substantial flyer distribution and our web page.

This is an order form only; please see information sheet for important information.

Business Name: _____ 1-3 word description for map _____

Contact Name: _____ Phone/email: _____

Sold by: _____ Date: _____ Payment received: _____ Originals received: _____

Item	Cost each	Quantity	Subtotal
<i>Full Page: inside front cover ---SOLD</i>	\$100		
<i>Full Page: inside back cover</i>	\$75		
<i>Double Page: centerfold</i>	\$70		
Full Page: interior	\$30		
Three-quarter Page: interior	\$25		
One-half Page: interior	\$20		
One-quarter Page: interior	\$15		
<i>Guaranteed special interior placement</i>	\$5		
<i>Logo/name placement worked in to cover art (*)</i>	\$150		
Insert (coupon, etc.) with ad (*)	\$10		
Insert (coupon, etc.) without ad	\$20		
<i>Fees for requested special processing, handling, etc. (specify):</i>	<i>as negotiated</i>		
Discount: multi-page order	\$-5		
Discount: non-profit or student organization (specify):	\$-5		
Other (specify):			
Order Total			
<i>Less negotiated value of supplied goods or services</i>			
Total Owed			

Items marked with a (*) require purchase of at least one Half Page or larger ad.

Items in *italics* are limited availability and/or require special advance arrangement

Please contact one of the following individuals to purchase an ad or if you have any questions. We do not recommend you mail your ad to the P.O. box, as it may become damaged; we will schedule a pick up of your original(s) if needed.

Technicon Advertising Sales:

Ben Williams

ad-sales@technicon.org or jbwillia@calvin.math.vt.edu

Please make checks payable to: Technicon

If you need to mail us:

Technicon

Attn: Ad Sales

c/o VTSFFC

P.O. Box 256

Blacksburg, VA 24063-0256