

DRAGON CON: 2019 ADVERTISING APPLICATION



CONTACT INFORMATION *(Please type or clearly print.)*

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web Address (URL): _____

ADVERTISING OPTIONS: If you would like to purchase multiple ads of a single size, please indicate in the "x ____" section after the rate.

Option 1—Ad(s) in the *Dragon Con Progress Report*. Ads are based on 6"x9" pages; most ads will be reproduced in B&W.

Select Ad Size	Rate
<input type="checkbox"/> ½ Page	\$250 x ____
<input type="checkbox"/> Full Page	\$395 x ____
<input type="checkbox"/> Interior Front Cover (color)	\$595
<input type="checkbox"/> Interior Back Cover (color)	\$595

Option 2—Ad(s) in the *Dragon Con Souvenir Program Book*. Ads are based on 8.375"x10.875" pages.

Select Ad Size	Rate
<input type="checkbox"/> ½ Page	\$595 x ____
<input type="checkbox"/> Full Page	\$1150 x ____
<input type="checkbox"/> Interior Front Cover (color)	\$3895
<input type="checkbox"/> Interior Back Cover (color)	\$3595
<input type="checkbox"/> Exterior Back Cover (color)	\$5595

Option 3—Ad(s) in the *Dragon Con Gaming Guide*. Ads are based on 5.5"x8.5" pages; all ads will be reproduced in B&W.

Select Ad Size	Rate
<input type="checkbox"/> ½ Page	\$250 x ____
<input type="checkbox"/> Full Page	\$395 x ____
<input type="checkbox"/> Interior Front Cover	\$495
<input type="checkbox"/> Interior Back Cover	\$450
<input type="checkbox"/> Exterior Back Cover	\$595

APP ADVERTISING:

- Option 1— Banner \$1000**
 - 320x55 pixel banner at the top of the app
 - Banner clicks through to either a 320x418 pixel ad page or to your exhibitor information page
 - Must offer discount for mentioning banner, a freebie, or a chance to win something at your booth.
- Option 2— Multimedia \$1500**
 - 320x55 pixel banner at the top of the app
 - Banner clicks through to video. Video links to exhibitor information page
 - Must offer discount for mentioning banner, a freebie, or a chance to win something at your booth.

COMBO 1: Place ads in any *two publications* and receive 15% off the total cost of advertising. **App not included.**

Max discount of 10% on Cover Ads

- 2 Ads Purchased 15% Discount

COMBO 2: Place ads in all *three publications* and receive 25% off the total cost of advertising. **App not included.**

Max discount of 10% on Cover Ads

- 3 Ads Purchased 25% Discount



PAYMENT INFORMATION:

Payment is required with ad copy, on or before each deadline. We accept checks, money orders, and all major credit cards in US dollars (\$) only. In rare instances, we will invoice on a net 30 days post-publication basis, please make any request to be billed post-publication no later than 10 business days before the published deadline. If a request is made, and not approved, payment must be received by published deadline in order for ad to be placed. **DO NOT SEND CASH.** Please direct all billing inquires to the Dragon Con office at dragoncon@dragoncon.org.

TOTAL AMOUNT DUE: \$ _____

METHOD OF PAYMENT:

- Included with Dealer/Exhibitor Application
 If Dealer/Exhibitor space not received, do you still want to submit advertising?
 Yes No
- Check (payable to Dragon Con)