Advertising in the Dublin 2019 Souvenir Book

A 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 Dublin 2019 Souvenir Book is a glossy, four-colour 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.

We offer advertising opportunities with a range of sizes from full page to quarter page, and in colour as well as black-and-white (B/W ads will be printed in CMYK).

Links to progress report and souvenir book advertising submission forms are located on the Dublin 2019 Publications page at https://dublin2019.com/publications/. Payment for any advertising should be made by credit card. We will issue you an invoice.

Dublin 2019 Souvenir Book Advertising Rates

	Size	Fan	Semi-Pro	Pro
Double Page Spread	420 x 297 mm	on request	on request	on request
Full Page A4*	210 x 297 mm (180 x 267 mm text area)	€225	€425	€850
Half page horizontal	180 x 130 mm text area	€125	€225	€475
Half page vertical	88 x 267 mm text area	€125	€225	€475
Quarter Page	88 x 130 mm text area	€75	€150	€275
Inside Front/Back Cover	210 x 297 mm (180 x 267 mm text area)	€1500	€1750	€2000

* The ad may bleed for no additional cost. Ad size to bleed on a full page is 210 x 297 mm plus 6 mm bleed on all sides – but keep text within text area due to the binding process. With double spread pages the size is 420 x 297 mm with 6 mm bleed on all sides. No live matter to fall within 6 mm of trim.

Dublin 2019 Souvenir Book Advertising Deadlines

Space Reservation	Ad Copy and Payment	Publication Date
31 May 2019	15 June 2019	15 August 2019

Copy submission guidelines for Souvenir Book
1. Please send press-ready electronic art.
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. InDesign CS3 to CS6 files accepted if packaged with images and fonts.
6. Compression: zipped and Stuffit files accepted and recommended.

Colour and Content
1. Colour: 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.
   Note: If we receive a file that does not meet these specifications, we might return it for another version.

File Delivery
Please compress (zip) and email files to **advertising@dublin2019.com**. Files should be no larger than 10 MB. If you need to send larger files, please contact us to arrange alternative delivery arrangements. (Large files can be uploaded via cloud storage sites such as Dropbox).