

# Advertising Rates Glasgow 2024 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 Glasgow 2024 Souvenir Book will be 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 (usually in libraries around the world as well as by SF Fans). 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 reports and souvenir book advertising submission forms are located on the Glasgow 2024 Publications page at <https://glasgow2024.org/publications/>. Payment for any advertising should be made by credit card or a bank transfer into our bank account. We will issue you an invoice for the advertisement.

## Glasgow 2024 Souvenir Book Advertising Sizes & Rates

	Size	Fan Rate	Semi Pro Rate	Pro Rate
Double Page Spread	420 x 297 mm	£ 3 75 / \$ 475	£600 / \$ 750	£1200 / \$ 1500
Full Page A4*	210 x 297 mm (180 x 267 mm text area)	£ 250 / \$ 300	£ 400 / \$ 475	£ 800 / \$ 1000
Half page horizontal	180 x 130 mm text area	£ 175 / \$ 200	£ 275 / \$ 325	£ 500 / \$ 600
Half page vertical	88 x 267 mm text area	£ 175 / \$ 200	£ 275 / \$ 325	£ 500 / \$ 600
Quarter Page	88 x 130 mm text area	£ 90 / \$ 100	£ 175 / \$ 200	£ 250 / \$ 300
Inside Back Cover	210 x 297 mm (180 x 267 mm text area)	£ 1250 / \$1500	£ 1500 / \$ 1750	£ 2000 / \$ 2500

\* 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.

## Glasgow 2024 Souvenir Book Advertising Deadlines

**Space Reservation**  
**1 May 2024 (or earlier)**

**Ad Copy and Payment**  
**1 June 2024**

**Publication Date**  
**8 August 2024**

### Copy submission guidelines for Souvenir Book

1. Please send press-ready electronic art to us at [advertising@glasgow2024.org](mailto:advertising@glasgow2024.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.

### 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.

**If you have any questions please do not hesitate to contact us at [advertising@glasgow2024.org](mailto:advertising@glasgow2024.org).**