

## 2008 GCLS Literary Conference Souvenir Program Advertising

Each year the GCLS publishes a special Souvenir Program. Plan now to play an important part in the 2008 GCLS Literary Conference by reserving space for your advertisement in our souvenir program. Each registered attendee will receive a complimentary copy of the souvenir program.

Advertising in the Program Magazine couldn't be simpler. Just choose the size ad you want and reserve your space. You can submit your camera-ready artwork online--or we'll put the ad together for you to your specifications subject to your final approval.

A great event. A great audience. A great cause. You won't find a better advertising investment this year than the 2009 GCLS Literary Conference Souvenir Program. So don't delay. Time is short, space is limited, and we don't want you to be left out. Fill out and return the space reservation form or email us at [media@gclscon.com](mailto:media@gclscon.com) Today!

The Souvenir Program:	A 40+ page 8 1/2 x 11 magazine-style souvenir program with a full color cover. Inside pages are black & white, printed on white 60# stock.
Distribution:	A minimum of 400 copies will be printed and distributed at no charge to attendees during the GCLS Literary Conference. Previous year's souvenir programs are now considered collector's items.
Advertising Rates:	Run-of-book black and white ads are available in a variety of sizes from full page to 2 1/2" sponsor squares, to listing only, with costs ranging from \$95 to \$795. GCLS Sponsors are eligible to receive a discount off published rates for advertising upgrades. Past program advertisers are eligible to receive a discount off published rates.
Special Position Ads:	Two-color and full color process are available on special position ads and a limited number of other pages. For details and costs of special positions please see Advertising Rates.
Payment	50% payment is due at ad reservation. Balance due when artwork is submitted.
Refunds:	Cancellation requests may be made prior to June 27. No full or partial refunds will be given after June 27. (Some restrictions apply. See the space reservation form for more information.)
<b>Deadline:</b>	<b>Ad reservations - June 27, 2008</b> <b>Ad materials - July 7, 2008</b>

Regular Display Advertising			Special Position Advertising		
Ad Size	Inches	Cost	Ad Size	Inches	Cost
Full Page	8x10	175.00	Inside Front Cover	8 1/4x11	275.00
1/2 Page	8x5	125.00	Opposite Schedule or Special Feature Page	8x10	225.00
1/3 Page	8x3	100.00	Inside Back Cover	8 1/4x11	250.00
1/4 Page	4x5	80.00	Back Cover	8 1/4x11	350.00
1/6 Page (vertical)	2 1/2x5	50.00	Center Spread	16 1/2x11	325.00
1/6 Page (Horizontal)	5x2 1/2	50.00			
1/12 Page	2 1/2x2 1/2	30.00			
Program Listing	Two Lines	15.00			
Color And Option Charges					
Typesetting advertisement from copy you provide		Add 25.00			
Full and 1/2 Page		Add 25.00			
Less than 1/2 Page		Add 10.00			
Full Process Color		Add 150.00			

## 2008 GCLS Literary Conference Souvenir Program Advertising Order Form

Regular Display Advertising			Quan	Total
Ad Size	Inches	Cost		
Full Page	8x10	175.00		
1/2 Page	8x5	125.00		
1/3 Page	8x3	100.00		
1/4 Page	4x5	80.00		
1/6 Page (vertical)	2 1/2x5	50.00		
1/6 Page (Horizontal)	5x2 1/2	50.00		
1/12 Page	2 1/2x2 1/2	30.00		
Program Listing	Two Lines	15.00		
Special Position Advertising				
Ad Size	Inches	Cost		
Inside Front Cover	8 1/4x11	275.00		
Opposite Schedule or Special Feature Page	8x10	225.00		
Inside Back Cover	8 1/4x11	250.00		
Back Cover	8 1/4x11	350.00		
Center Spread	16 1/2x11	325.00		
Color And Option Charges				
Typesetting advertisement from copy you provide		Add 25.00		
Full and 1/2 Page		Add 25.00		
Less than 1/2 Page		Add 10.00		
Full Process Color		Add 150.00		

**Total Advertising Cost**

Prices shown are for camera-ready black & white ads. All advertising space is reserved on a first-come, first-served basis. Color is available only on special position ads and selected pages, please inquire. We guarantee placement for 'Special Position Advertising', therefore these advertisements will only be refunded the 'Regular Display Advertising' Rate unless we can secure a new advertisement to fill the space. Please email for Special Position Availability. [media@gclscon.com](mailto:media@gclscon.com)

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, St Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method:    VISA        MC        AMEX        Check

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name On Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, St Zip: \_\_\_\_\_

**Deadline:    Ad reservations - June 27, 2008**

**Ad materials - July 7, 2008**

<b>Fax To:</b> <b>877.727.3299</b>	<b>Mail To:</b> <b>GCLS Literary Conference</b> <b>PO Box 120849</b> <b>Melbourne, FL 32912</b>
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