



PITTSBURGH COMICON

1002 Graham Ave. • Windber, PA 15963

Phone: (814) 467-4116 • Fax: (814) 467-4416 (Fax after 8:00 pm if possible)

E-Mail: pcomicon@floodcity.net • Website: www.pittsburghcomicon.com

ADVERTISING RATES FOR THE 2012 COMICON PROGRAM GUIDE

The Pittsburgh Comicon Program Guide continues to be not only a useful tool for conventionaires to navigate the convention but it is also a piece of comic memorabilia. This is not a throw away item, it is a high quality piece with one of a kind artwork and individual spaces to collect autographs that make the guide a valuable piece of comic memorabilia. This makes it a valuable advertising tool. The 2012 Pittsburgh Comicon Program Guide will be in an 8 1/2" X 11" magazine format with 50 lb. interior stock. It will be encased by a full-color cover and will contain between 60 and 80 pages. A print run of 10,000 will be run for the show. Who will see your ad? Some of the most dedicated and rabid comics fans from around the country. As the Pittsburgh Comicon grows, the value of advertising in the program book grows. To advertise in this year's program guide, follow the rate card below. All advertising is accepted on a first-come, first served basis. So contact us early for your advertisement.



**2011 Program Guide
with Cover by:
Jay Fife, Bob Almond
& Andrew Harmon**

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| <p>Inside Front and Back Covers</p> <p>Front \$500.00</p> <p>Back \$500.00</p> |
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Size:
7.5" x 10"
with Full Bleed:
8.75" x 11.25"

| |
|---|
| <p>Interior Full Page</p> <p>\$450.00</p> |
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Size:
7.5" x 10"
with Full Bleed:
8.75" x 11.25"

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|---|
| <p>Interior Half Page</p> <p>\$300.00</p> |
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Size:
7.5" x 5"
with Full Bleed:
not available

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| <p>Interior 1/4 Page</p> <p>\$150.00</p> |
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Size:
3.75" x 5"
with Full Bleed:
not available

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| <p>Interior Business Card</p> <p>\$75.00</p> |
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Size:
3.5" x 2"
with Full Bleed:
not available

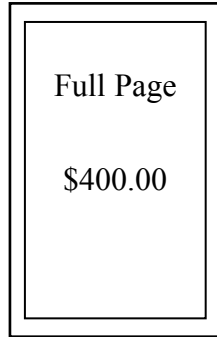
All ads **must** conform to the above specs. **If you are submitting an ad digitally**, please send ad as a high resolution **TIF or JPEG file** (300 dpi or larger). **Additionally, please enclose a hard copy as well.** We cannot be responsible for ads reproducing correctly if we do not have a hard copy. The 2012 Pittsburgh Comicon Program Guide will be something that is looked at long after the show is over. Your company and/or store should be listed in it. Please look over everything and get back to us before the **March 1st, 2012 Deadline.**

SPECIAL NOTE: Any Publisher or Dealer that purchased a booth may purchase a full-page ad in the Program Guide for **\$350.00**, a **\$100.00 savings.** (A signed contract and full payment must be on file to be eligible for the full-page ad discount.)

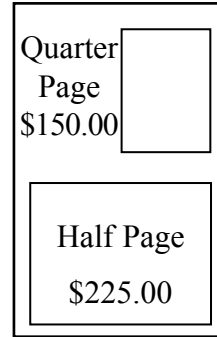


ADVERTISING RATES FOR THE 2012 PRE-COMICON MAILER

The pre-con mailer is a 16 to 24 page newspaper sized publication that is mailed out to our convention mailing list and distributed through comics and specialty stores to promote the convention. Over 35,000 of the newspapers are printed and distributed. Advertising in the mailer is a sure way to reach large numbers of comic book fans across the country. Advertising space in the mailer is **extremely limited** and will be sold on a first come - first served basis. The advertising deadline for the Pre-Con Mailer is **January 1, 2012**. Full Bleeds are not available on the pre-con mailer. If you have any questions contact the Pittsburgh Comicon at the numbers on the previous page.



Size:
10" x 11"



Size: 1/2 page
10" x 5.5"
Size: 1/4 page
5 x 5.5"

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