



ADVERTISING RATE SHEET

Thank you for your interest in advertising in publications produced by Denver Pop Culture Con.

Now in its 8th year, Denver Pop Culture Con is one of the largest pop culture events in the country. **In 2018, Denver Pop Culture Con saw 115,000 in attendance.** We create one event publication that is distributed for free at the con. The Event Guide is a full color magazine featuring photos and bios of our guests, the complete schedule for Denver Pop Culture Con, information about panel rooms, cosplay photo meetups, and maps. It is used by attendees as a way to plan their activities at the show.

This rate sheet offers advertising rates for 2019. If you have any questions regarding advertising in our Event Guide, please contact Tara Hubner at t.hubner@popcultureclassroom.org.

Please note: ADS MUST BE SUITABLE FOR AN ALL-AGES AUDIENCE.
No nudity, profanity, gore or sexual situations will be permitted.



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EVENTS GUIDE

Ad Reservation Due: March 28, 2019

Ad Art Due: April 2, 2019

Full Page..... \$1,300

Half Page..... \$700

Quarter Page... \$400

Technical Information

All ads are COLOR: 300 dpi/CMYK

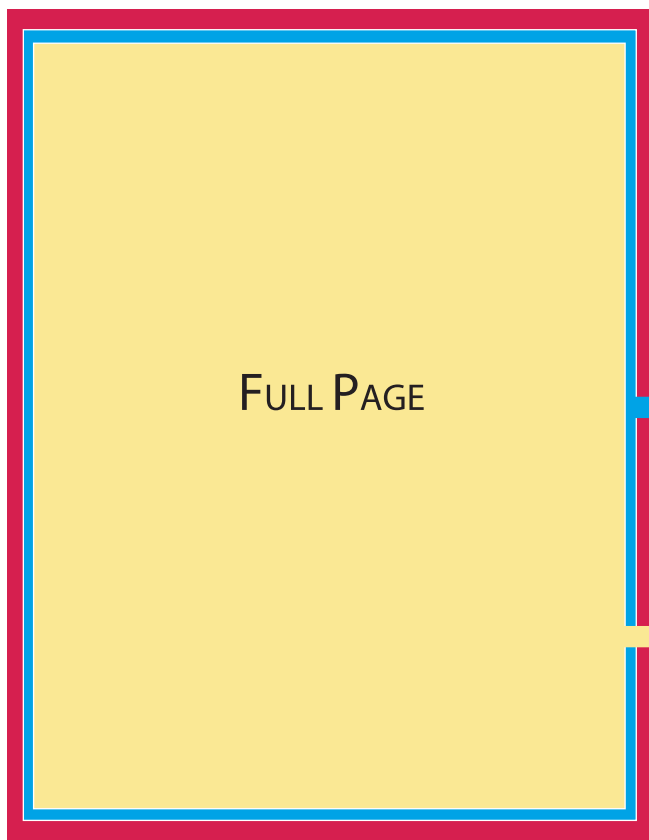
Print Run: 40,000 given FREE to all convention attendees, news media and guests

Format: Color glossy pages with glossy cover

Ad Size: See Page 3

File Formats:

- PDF (X-1a with fonts embedded) **PREFERRED**
- JPEG will also be accepted



BLEED: 8.875" x 11"

no copy or important info/graphics in this area

TRIM: 8.375" x 10.875"

no copy or important info/graphics in this area

LIVE AREA: 7.875" x 10"

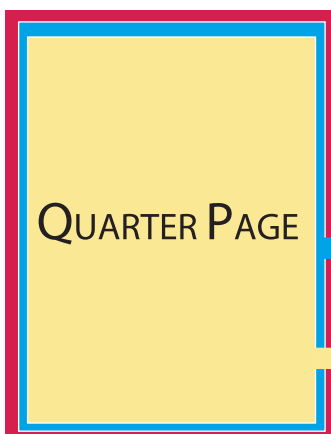
keep all copy and important info/graphics within this area



BLEED: 8.5" x 5.5"

TRIM: 8.375" x 5.125"

LIVE AREA: 7.75" x 5"



BLEED: 4.125" x 5.5"

TRIM: 4" x 5.125"

LIVE AREA: 3.75" x 5"