

ADVERTISING APPLICATION

Business Name		
Contact Person	Company Position	
Business Address		
City	State	Zip Code
E-Mail Address	Phone Number	

Mail your payment along with this application to:

Southern Arizona Gamers Association (SAGA)
 8110 S. Houghton Rd, Ste 158-146
 Tucson, AZ 85747-4703

Submit your advertisement files to:

Art@RinConGames.com

CMYK Color	Greyscale	
Cover Ad (with bleed) \$250 (back) \$175 (inside)	Interior Ad Full Page \$100	Interior Ad Half Page \$60

Location (Interior Advertisements Only)

- RinCon '08 Convention Guide (*Guests of Honor, Special Events, About RinCon '08*)
- RinCon '08 Events Listings (*Different gaming events that will be run. This section will be heavily referenced by convention attendees at RinCon '08*)
- Gamer Guide: City Guide (*Tucson, Phoenix, and other Arizona cities; includes gaming stores and local events.*)
- Gamer Guide: Gaming in Arizona (*Gamer tourism; Conventions, organizations, and clubs*)
- No preference

Advertisement	Rate	Number	Amount
Back Cover (Color)	\$250	<input type="text"/>	<input type="text"/>
Inside Front Cover (Color)	175	<input type="text"/>	<input type="text"/>
Inside Back Cover (Color)	175	<input type="text"/>	<input type="text"/>
Full Page Interior (Grayscale)	100	<input type="text"/>	<input type="text"/>
Half Page Interior (Grayscale)	60	<input type="text"/>	<input type="text"/>

TOTAL DUE \$

FOR OFFICE USE ONLY

DATE REC'D <input type="text"/>	REC'D BY <input type="text"/>	SPECIAL NOTES <input type="text"/>
PAYMENT REC'D <input type="text"/>	AD NUMBER <input type="text"/>	



ADVERTISING APPLICATION

Not Just a Program Book

The SAGA Gamer Guide will be a program book for RinCon '08 a gamer resource for use after RinCon '08 is over. The first part of the book will contain information about the gaming convention while the second part of the book will act as a travel guide to Arizona for gamers, incorporating articles about gaming events in various cities; listings of gaming clubs, organizations, and stores; and things for gamers to see and do in Arizona. When placing an order for an interior advertisement you may select in which section you would prefer to see your advertisement. While every effort will be made to accommodate your choice, due to layout considerations, your advertisement may not appear in your preferred section.

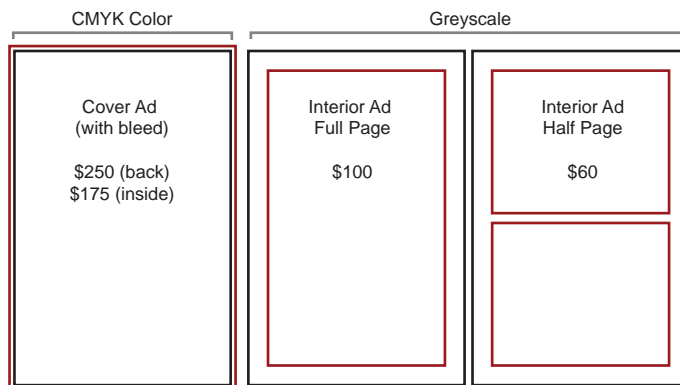
Advertising Dimensions and Rates

Cover Advertisements: CMYK color, 300dpi, 5.5" x 8.5" with .125" bleed.

Back Cover (color): \$250
Inside Front Cover (color): \$175
Inside Back Cover (color): \$175

Interior Advertisements: Grayscale, 300dpi, no bleed.

Full Page (4.5" x 7.5"): \$100
Half Page (4.5" x 3.625"): \$60



Advertising Guidelines

- Advertising reservations, payment, and files must be received on or before Friday, September 26, 2008. If you have questions regarding ad specifications, please contact Art@RinConGames.com for details. Refunds will not be made after this point.
- All advertising material must be formatted to fit within the designated dimensions. Do not include registration, crop, or proofing marks.
- Submit all advertising files in one of the following formats: PDF (optimized high-resolution) or TIFF 300dpi CMYK or grayscale modes only. Note that all fonts and photos must be embedded in the submitted graphic file. Photos should be at least 300dpi.
- Proof your advertisement for correct size, contact information, and spelling.
- Advertisers and their respective agencies are held liable for all content of printed advertisements and for any claims made against Southern Arizona Gamers Association (SAGA). SAGA reserves the right to mark "advertisement" on advertisements that readers might confuse with editorial content. SAGA reserves the right to refuse offensive advertisements. SAGA assumes no liability for errors in text, or contact information contained in your submission.
- Material submitted which does not meet specifications or is otherwise improperly prepared and requires additional work (including but not limited to typesetting, design, composition, artwork, halftones or color separations) on the part of SAGA will incur a minimum charge of \$50. If changes are extensive, additional charges at the rate of \$35 per hour will be incurred.