Montréal 2027 Worldcon Advertising Information

The 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 Montréal 2027 Worldcon Souvenir Book will be a glossy, full-color 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 in the Souvenir Book with a range of sizes from full page to business card (monochrome ads will be printed in CMYK for added depth). We do not charge extra for colour. Payment for any advertising should be made by credit card, checque or a bank transfer into our bank account. We will issue you an invoice for the advertisement with payment instructions.

Ad sizes and rates. All prices are listed in Canadian dollars.

	Size (wxh)	Metric size	Fan	Semi-pro*	Pro
Full page, bleed	8.5" x 11"	21.5cm x 28cm	$425	$675	$1450
Full page	7.5" x 10"	19cm x 25.5cm	$400	$650	$1400
Half page vertical	3.5" x 10"	9cm x 25.5cm	$300	$450	$850
Half page horizontal	7.5" x 5"	19cm x 12.5cm	$300	$450	$850
Quarter page	3.5" x 5"	9cm x 12.5cm	$125	$275	$425
Business card (horizontal only)	3.5" x 2"	9cm x 5cm	$75	$22	$375
Inside cover (first-come)	8.5" x 11"	21.5cm x 28cm	$1000	$2000	$4500
Double-page center spread (first-come)	17" x 11"	43cm x 28cm	$1000	$2000	$4500

*As defined by the WSFS constitution, or vendors exhibiting at the convention

Ad space reservation due: **April 1, 2027** Ad copy and payment due: **June 1, 2027**
Taxes added to total include 5% GST and 9.975% HST/QST

Copy submission guidelines:

- Files must be press-ready electronic art to us at ad-sales@montreal2027.ca.
- Files should be 300dpi (600dpi preferred) minimum, fonts included, as a high-resolution PDF, TIF, or JPG, full size. Do not send proprietary files except PDFs. All files must be at print quality resolution.
- Bleed (crop) marks are required for bleed files only.
- For double-page center spreads, send both the entire spread plus two separate pages.
- There will be a Dropbox available for large files. Contact our ad sales team first.
- All graphics must be saved in CMYK colour format or monochrome (black & white). RGB files, including embedded RGB images, are not accepted. Check your settings and files before saving.
- All images and fonts need to be embedded or included.
- Ads received after the deadline will not be accepted. Ad payment is due before the ad deadline. Payment will not be refunded for late ads. Ads without payment by the deadline will also not be accepted.
- If you have any questions, you may email us at the above address.

Thank you for considering advertising with us and supporting our nonprofit literary organization!

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