



## **Sakura-Con: Pacific Northwest Anime Convention**

2602 South 38<sup>th</sup> St. PMB 78, Tacoma, WA 98409

[www.sakuracon.org](http://www.sakuracon.org) | [www.ancea.org](http://www.ancea.org)

### **Sakura-Con 2012 Advertising Guide**

Sakura-Con is the Northwest's first convention devoted to Japanese animation, comics, and gaming with a special emphasis on exploring the broader cultures of Asia. Hosted by the Asia Northwest Cultural Education Association (ANCEA) a state and federal non profit corporation (501c3). Sakura-Con seeks to inspire, educate and entertain.

#### **Convention Souvenir Guide**

This is a full-color book given to each registered attendee. Approximately 18,000 of these books are expected to be distributed this year. They serve as a memento and guide regarding guests of honor and industry sponsors.

The Convention Souvenir Book is 8.5" wide x 11" high, with a quarter-inch margin on all pages, except for the inside front, back, and inside back cover. Please add a 1/8" bleed to all sides if the graphics extend to the edge of the page.

**Inside Cover (8.5" x 11") (Color Only):** \$1000

**Back (8.5" x 11") (Color Only):** \$900

**Inside Back (8.5" x 11") (Color Only):** \$800

Other interior advertisements are placed between programming sections.

**Full Page (8.5" x 11") (Color Only):** \$450

Half-Page ads are wide (8"wide x 5"high)

**Half-Page (Color Only):** \$350

Quarter page ads may be no larger than (3.75"wide x 5"high),

**Quarter-Page (Color Only):** \$200

#### **Pocket Programming Guide**

This guide will be referenced constantly by all Sakura-Con attendees throughout the weekend. This all-black and white publication will be between forty to sixty pages in length and have a print run of 18,000 copies.

The Pocket Programming Guide is 8.5"wide x 5.5 high", with margins of a quarter-inch or less on all pages. Please add a 1/8" bleed to all sides if the graphics extend to the edge of the page.

**Inside Cover (8.5"wide x 5.5"high) (B&W Only):** \$450

**Back (8.5"wide x 5.5"high) (B&W Only):** \$500

**Inside Back (8.5"wide x 5.5"high) (B&W Only):** \$375

Other interior advertisements are placed between programming sections.

**Full Page (8.5"wide x 5.5"high) (B&W Only):** \$300

**Half Page (4"wide x 5.5"high) (B&W Only): \$175**

Coupon ads are printed on both sides of the outside half of one page.

**Half Page Coupon (4"wide x 5.5"high, double sided) (B&W Only): \$300**

### **Document Distribution**

We can distribute your pre-printed fliers, coupons, and other assorted paper advertisements via our information booth. All are subject to space restrictions and sold on a first come, first served basis. Price does not include document printing.

**Information Booth document distribution \$ 50**

### **General Pricing Guidelines**

In order to produce the highest quality documents possible, we request that you submit electronic files. Please also send a printed copy of your ad. Laser printer or inkjet output is acceptable.

When submitting your electronic files, we can accept any of the following types of source files (for either Windows or Macintosh platforms): Adobe InDesign, Adobe Pagemaker, Adobe Photoshop.

All submitted materials should be made available in 300 DPI at the target size. Please add a 1/8" bleed to all sides if the graphics extend to the edge of the page. File submissions can be accepted on CD-ROM or DVD-R or electronic transmission (ftp site preferred).

Include all fonts and placed artwork used in your ad and a way to contact the designer of the ad.

Sakura-Con may request changes to any advertisement it deems unacceptable on the grounds of content and/or graphic specifications.

**The deadline for all advertisement submissions is February, 14<sup>th</sup> 2012.**

**How to Order:** The deadline for all advertisement orders is February, 1<sup>st</sup> 2012. Contact **Publicity@sakuracon.org** to place an order request and complete an advertising agreement.

**Design Services:** If you do not have a full-fledged advertisement created, but would like to advertise, contact [publicity@sakuracon.org](mailto:publicity@sakuracon.org) about having our team design it for you.

### **Contact Information**

**E-Mail:** [publications@sakuracon.org](mailto:publications@sakuracon.org) or [publicity@sakuracon.org](mailto:publicity@sakuracon.org)

**Phone:** 206-718-2525 (Elmira Utz, Director of Publicity)

**Address:** Sakura-con 2602 South 38th St. PMB 78, Tacoma, WA 98409

**Web Address:** [www.sakuracon.org](http://www.sakuracon.org)