

Thanks for being a Battcon sponsor. Please send your ad and logo for publication in the Program Guide and Web, as email file attachments, to [jack.mack@alber.com](mailto:jack.mack@alber.com).

**Due Date:** Send your ad and logo by March 5 or sooner.

**Book Size:** The Battcon Program Guide page size is 8 1/2"W x 11"H.

**Full Page:** If you have a full page ad, your ad will be sized to about **6 3/4"W x 9 1/2"H**.

**Half Page:** If you have a half page ad, your ad will be sized to about **6 3/4"W x 4 1/2"H**.

**Quarter Page:** If you have a quarter page ad, your ad will be sized to about **3 1/4"W x 4 1/2"H**.

**Dimension Note:** Undersized copy will appear as such. Oversized copy will be reduced to the maximum dimension allowed. A half page ad could become a quarter page, so please observe the dimensions specified.

**Color:** The guide is printed in black and white. If you send a color ad, we will convert it to grayscale.

**Ad File Format:** Send the file as a high resolution TIFF, EPS or press quality PDF. If TIFF, EPS or PDF source files are absolutely not available, send JPG format.

Do not send GIF, PNG, DOC, DOCX, BMP or low resolution PDF files. You will be asked to send a different format.

**Logo File Format:** To ensure your latest logo is used, **please send in a new logo for 2010**. Send your color logo as an EPS or TIFF file. Your logo may be printed as large as 16" wide on a sign. You may also send a JPG or GIF file for Web use only. Your logo will appear on the Web site at 100 PIX wide.

If you have any questions, please telephone me directly.

Jack Mack  
Battcon Publications  
Technical Communications, Albér  
Tel: (954) 623-6660, Ext 23834  
[Jack.Mack@alber.com](mailto:Jack.Mack@alber.com)