



# GAME SHOW CONGRESS 7 OFFICIAL SOUVENIR PROGRAM

## ADVERTISING RATES AND SPECIFICATIONS

This souvenir program will be distributed at the 7th Game Show Congress, to be held November 14-15, 2009, at Beverly Garland's Holiday Inn in Hollywood, California.

**This year's honorees include Allen Ludden ("Password") and Geoff Edwards ("Jackpot!")**



AD DIMENSIONS	TRIM SIZE (width x height)	BLEED SIZE (width x height)
Full page	8.5" x 11"	8.75" x 11.25"
Half page (vertical)	3.5" x 10"	N/A
Half page (horizontal)	7.5" x 4.75"	N/A
Quarter page	3.5" x 4.75"	N/A
Eighth page (business card size)	3.5" x 2"	N/A

PLACEMENT OPTIONS	COST (USD)
Back cover	TBA
Inside front or inside back cover	\$ 500
Full page	\$ 400
Half page (vertical or horizontal)	\$ 250
Quarter page	\$ 150
Eighth page (business card size)	\$ 90
Line listing	\$ 50

*Ad materials may be e-mailed to:*  
gsc@pacificwerx.com

*Ad materials on CD-ROM may be sent to:*  
Pacific Werx Graphic Design  
Attn: Alan Baratta  
3709 E. Jasper Dr., Suite #4  
Gilbert, AZ 85296  
480-695-9651

### DEADLINE FOR SUBMITTING AD MATERIALS: OCTOBER 16, 2009

ACCEPTABLE FILE FORMATS: Adobe Acrobat pdf (300 dpi resolution); Adobe InDesign packaged files (including all fonts and linked Adobe Photoshop and/or Adobe Illustrator images). Only full-page ads may bleed. For questions regarding program ad specifications, please contact Alan Baratta at 480-695-9651, or via e-mail at alan@pacificwerx.com.

For all other questions, including payment and attendance of GSC 7, please contact Paul Bailey at 303-520-0200, or via e-mail at pbailey@esri.com.

**PACIFIC WERX GRAPHIC DESIGN • 3709 E. JASPER DR., SUITE #4 • GILBERT, AZ 85296  
PHONE: 480-695-9651 • FAX: 480-497-5620 • E-MAIL: GSC@PACIFICWERX.COM**