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National Space Society 21st Annual International Space Development Conference 2002

Program Book Ad Rate Sheet

Hit Your Target Market!!!

Should you be advertising in the ISDC 2002 program book? Does your business rely on contacts with high tech and space development companies, NASA, scientists, engineers, technicians, and space enthusiasts of all sorts? If the answer is yes, then we have your target market and at advertising rates you won't believe.

ISDC 2002 will be printing the convention program book in a magazine format in black and white with a four-color cover. Each, of the one thousand attendees, will receive one copy of the program book.

Advertising Rates:

Ad Size	Image Area	Cost
Inside Cover	7.25" X 10"	\$300.00
Full Page (body)	7.25" X10"	\$240.00
Half Page	3.5" X 10"	\$130.00
	7.25" X 5"	\$130.00
1/4 Page	3.5" X 5"	\$70.00
1/8 Page	3.33" X 2.5"	\$40.00

Art Work Specifications:

All artwork and page layouts must be in black and white. No color ads will be accepted. A good black and white xerox copy is acceptable, or a 100-line half tone is even better.

Reduction and enlargement services are available. All photographs must be half-toned. An extra \$35.00 fee will be added to the advertising rate for each half tone.

Paste-Up Charges:

There will be an additional \$35.00 per hour paste-up charge for any material that is not camera-ready and requires typesetting and layout.

Program Book Deadline:

Camera-ready ads (with payment): April 10, 2002.

Ads requiring typesetting and layout: April 1, 2002.

Mail or Deliver Copy and Payment To:

Linda Nelson
7735 Osceola St.
Westminster, CO 80030
(303) 426-0806

Make checks payable to "ISDC 2002"

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