

## Advertising Information

### About Otakon

Otakon 2009 will be held at the Baltimore Convention Center in Baltimore, Maryland from Friday, July 17 through Sunday, July 19, 2009. As a non-profit organization dedicated to the promotion of East Asian culture and film, we attract a broad base of attendees who are always eager to hear of companies and products that appeal to their interests. At the convention, program guides are handed out in packets to each attendee, guaranteeing a high level of visibility. Otakon had over 26,000 attendees in 2008.

We expect the program guide to be an 80 page, full color, saddle bound, 8.5 x 11 booklet. Pages are glossy and full bleed. As was the case in 2008, our program guide provides not only a guide to Otakon, but also content aimed at the interests of the attendee. The program guide will be formatted in the style of a magazine, with multiple sections to encourage the attendees to view the booklet as a valuable source throughout the days of the convention and after.

### Prices and Sizes

Outside Back Cover	\$2200
Inside Back Cover	\$1600
Inside Book: Two Page Spread	\$1300
Inside Book: Full Page	\$750 (\$650 for dealers)
Inside Book: Half Page	\$500 (\$425 for dealers)
Inside Book: Quarter Page	\$300 (\$250 for dealers)

### How to Order an Advertisement

To reserve an ad in the Otakon 2009 program guide, you must first email our Advertising Liaison, Phil Jenkins (azeri.al@live.com). The deadline to place an ad reservation is **May 15th, 2009**.

When emailing, please be sure to include the following information:

- Contact Name
- Company Name
- Contact Email Address and Phone Number
- Requested Ad Size/Location
- Are you an Otakon 2009 Dealer? (Registered Dealers receive an advertising discount on some sizes of Otakon 2009 program guide advertisements.)

Once a reservation request is made you will be invoiced for the full advertisement amount. This fee, as well as all ad materials, are due by **May 25th, 2009**. The reservation fee is refundable until **May 25th, 2009**. After May 25th, 2009 any payments made for advertisements are not refundable.

## Program Book Ad Specs

### Specifications and Requirements

- Artwork must be rendered in CMYK. We cannot guarantee the printed quality of your ad if it is submitted as RGB.
- For best results, artwork should be rendered at a minimum of 300 dpi, at the size it is intended to reproduce in the book.
- Please include 0.25 inches of bleed (extra background) on all four sides of your ad. This is to guarantee that none of your advertisement will be cut off and is an absolute requirement from our printer.
- Please refrain from putting text or important image elements within 0.25 inches from the edge of your ad (not including the bleed). This is also to guarantee none of your advertisement will be cut off and is a requirement placed by our printer.
- You must include the text "Paid Advertisement" at the bottom of the ad inside the visible area using at least 8-point font. If the text does not appear on the submitted image, Otakorp, Inc. will add the text to the bottom of the image inside the visible area.
- Artwork must be submitted as unlocked PDF, EPS, or TIFF formats. We cannot accept Adobe, Quark, or other program-specific file formats. We highly suggest that you do not submit ads as JPG since it is what is known as a "lossy" format and image quality degrades significantly each time the file is saved.
- Otakorp, Inc. is not responsible for typographical errors or errors in publishing.
- Otakorp, Inc. reserves the right to refuse to publish any ad that Otakorp, Inc. determines is inappropriate.

### Advertisement Sizes

- Two Page Spread: Visible area is 17 x 11 inches. Final submitted image with bleeds should be 17.5 x 11.5 inches.
- Full Page: Visible area is 8.5 x 11 inches. Final submitted image with bleeds should be 9 x 11.5 inches.
- Half Page: Visible area is 8.5 x 5.5 inches. Final submitted image with bleeds should be 9 x 6 inches.
- Quarter Page: Visible area is 4.25 x 5.5 inches. Final submitted image with bleeds should be 4.75 x 6 inches.

### Submission Requirements

When submitting your payment, please include the following items:

- A copy of your invoice.
- Full payment. Payment must be made by Money Order, Certified/Cashier's Check or Business Check, made out to "Otakorp, Inc." Sorry, we cannot accept Personal Checks or cash.

Payment for all ads must be received by **May 25th, 2009**. Payments should be mailed to the following address:

Treasurer Otakorp, Inc.  
P.O. Box 1650  
Westerville, OH 43086-1650

When submitting your ad, please include the following items:

- A CD containing a digital copy of your ad. (Digital files may be submitted via email or FTP; please contact us for details.)
- A hardcopy proof of your ad.

Packages for all ads must be received by **May 25th, 2009**. All physical materials should be mailed to the following address:

Otakon 2009 Program Guide  
c/o John Sysak  
72 Sackett Street  
Hicksville, NY 11801

Please note that if you choose to submit your digital files online, the copy of your ad as well as your payment must be received by **May 25th, 2009**.