

LASTSFA

The Latham-Albany-Schenectady-Troy
Science Fiction Association
President: Joe Berlant [2004]

Vice President: Angie Hogencamp
Treasurer: Sylvia Wendell
Secretary: Jan Howard Finder
Member at Large: Gil Santini
501(c)(3) Non-Profit

PO Box 2085
Albany NY 12220-0085
U.S.A.
<http://www.lastsfa.org/>
<http://www.albacon.org/>

To: Capital District Businesses
Local & Regional Fan Clubs

From: Albacon 2005 Science Fiction Convention
Publications Committee
PO Box 2085
Albany NY 12220-0085
publications@albacon.org

Date: November 1, 2004

On Columbus Day Weekend (October 7-9, 2005), the Capital District will host the **Albacon 2005 Science Fiction Convention** at the Albany Crowne Plaza Hotel. This event is sponsored by the **LASTSFA** Science Fiction Club based in the Capital District and surrounding counties. **LASTSFA** is a 501(c)(3) Non-Profit organization and sponsors a variety of events over the year. Through guest authors, discussion groups, and other activities, **LASTSFA** works to promote an enjoyment of Science Fiction and literacy.

As part of our promotion for this event, **LASTSFA** sends out at least two mailings prior to the event. There is also a program book that is distributed to all members of the convention. The **Albacon Publications Committee** is currently soliciting advertising space in these publications. The rates set for 2005 are listed on Page 2.

To advertise, contact the Publications Committee at the email or post office address above. Payment and all materials must be received by the deadlines given on Page 2. Ads may be submitted in GIF, Portable Document Format (PDF), or as camera ready art. Electronic submission is preferred. Contact the Publications Committee if other arrangements or formats are needed. Please allow for the dimensions stated. Limited space will be available for ad swaps (Non-Profits Only). The Publications Committee reserves the right to decline any submission.

Why would you want to advertise with Albacon 2004?

- This is your opportunity to reach up to 750 people that may not be aware of your business or organization. Even more through the web site. Are your clients Science Fiction fans from the area? Apprise them of the advantages of doing business with you! Do you have hard to find inventory? Do you have events and/or specials coming up for Fall/Winter 2004?
- You will be reaching a population that includes Professionals, Managers, Students, Teachers, Authors, Artists, Musicians, Parents, Retirees, and others over a variety of age groups. While most of our population is regional, it also includes an International representation.
- **You will be helping an organization that is active in promoting literacy in the Capital Region.**
- **Your donation may be tax deductible!** You should check with your tax advisor for the benefits of donating to 501(c)(3) organizations.
- Does your organization have an event coming up? Let people know about it. LASTSFA members and events cover many counties in and around the Capital Region. This includes counties like Albany, Saratoga, Montgomery, Fulton, Schenectady, Rensselaer, Schoharie, and more!
- **It's a great deal!!!** For the money, the advertising that you get is amazing. By reserving your space by April 1st, you get advertising space in 2 mailings, the main program book, AND on the web site. Do you have fliers, promotional material, or other ad material you would like to display at the convention? Limited space would be available for that as well on a first come / first served basis. The Mailings offer coverage for about **1 cent** per potential customer!!!

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Rates

	Estimated Distribution	Non-Profit Organizations	For-Profit Organizations	Document Requirements
Mailing #1: Postcards ¹	720	\$3.00	\$5.00	Text Only (8pt to 16pt)
Mailing #2: PR Update ¹	720	\$3.00	\$5.00	Text Only (8pt to 16pt)
Mailing #3: PR Update ¹	720	\$5.00	\$10.00	Text Only (8pt to 16pt)
Program Book Full Page ²	300	\$80.00	\$160.00	7.50" x 10.00"
Program Book Half Page ²	300	\$50.00	\$100.00	7.50" x 4.50"
Program Book Quarter Page ²	300	\$30.00	\$60.00	3.50" x 4.50"

1. Advertising space in the updates may be limited due to space restrictions. You are guaranteed your company/group name, contact information, and up to 2 lines (60 characters) of text.
2. Includes advertising space and contact information on the Albacon web site between the date of purchase and 11/01/2005. Also includes a copy of the program book for your records.

Package #1: Purchase any size ad space in the Program Book by January 15, 2005 and get space in Mailing #1, Mailing #2, and Mailing #3 **FREE!** (This option is contingent upon the committee deciding to do a February mailing again.)

Package #2: Purchase any size ad space in the Program Book by April 1, 2005 and get space in Mailing #2 and Mailing #3 **FREE!**

Package #3: Purchase any size ad space in the Program Book by July 1, 2005 and get space in Mailing #3 **FREE!**

Thank you for your time and consideration.

Christopher J. Ford
Albacon 2005 Publications Chairman
publications@albacon.org
(518)852-6433