



# Otakeon 2010 Advertising Information

## About Otakeon

Otakeon 2010 will be held at the Baltimore Convention Center in Baltimore, Maryland from Friday, July 30 through Sunday, August 1, 2010. 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. Otakeon had over 26,000 attendees in 2009.

We expect the program guide to be a 72 page, full color, saddle bound, 8" x 10.5" booklet. Pages are glossy and full bleed. As was the case in 2009, our program guide provides not only information about Otakeon, but also content aimed at the interests of the attendee and other points of interest in the Baltimore area. The program guide will be formatted in the style of a magazine, with multiple sections and articles to encourage the attendees to view the booklet as a valuable source throughout the days of the convention and after.

## How to Order an Advertisement

To reserve an ad in the Otakeon 2010 program guide, you must first email our Advertising Liaison, John Gluth (ads2010@otakorp.org). The deadline to place an ad reservation is June 16th, 2010.

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


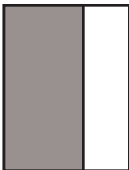
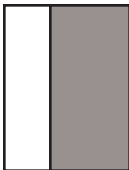

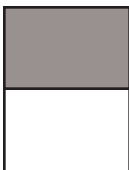
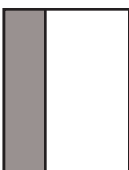
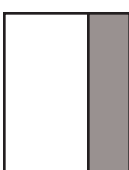
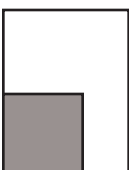
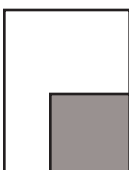
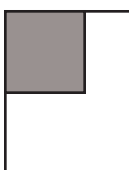
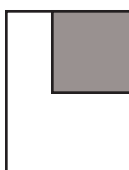
- Contact Name
- Company Name
- Contact Email Address and Phone Number
- Requested Ad Size/Location
- Are you an Otakeon 2010 Dealer or Industry exhibitor? (Registered Dealers receive an advertising discount on some sizes of Otakeon 2010 program guide advertisements.)

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 June 23rd, 2010. The reservation fee is refundable until June 23rd, 2010. After June 23rd, 2010 any payments made for advertisements are not refundable.

## Advertising Rates

Back Cover		
<i>Full Page</i>		\$2,500
Inside Back Cover		
<i>Full Page</i>		\$1,850
Interior Pages		
<i>Two Page Spread</i>	\$1,600	(\$1,300 for dealers/industry)
<i>Full Page</i>	\$1,000	(\$800 for dealers/industry)
<i>2/3 Page(vertical)</i>	\$800	(\$650 for dealers/industry)
<i>1/2 Page(horizontal)</i>	\$650	(\$525 for dealers/industry)
<i>1/3 Page(vertical)</i>	\$500	(\$400 for dealers/industry)
<i>1/3 Page(square)</i>	\$500	(\$400 for dealers/industry)

## Advertising Sizes

Full Page				
<i>Live/Non-Bleed: 7-1/2" x 10"</i>				
<i>Trim: 8" x 10-1/2"</i>				
<i>Bleed: 8-1/4" x 10-3/4"</i>				
				
2/3 Page				
<i>Live/Non-Bleed: 4-5/8" x 10"</i>				
<i>Trim: 5-1/8" x 10-1/2"</i>				
<i>Bleed: 5-3/8" x 10-3/4"</i>				
				
1/2 Page				
<i>Live/Non-Bleed: 7-1/2" x 4-3/4"</i>				
<i>Trim: 8" x 5-1/4"</i>				
<i>Bleed: 8-1/4" x 5-1/2"</i>				
				
1/3 Page Vertical				
<i>Live/Non-Bleed: 2-1/4" 10"</i>				
<i>Trim: 2-3/4" x 10-1/2"</i>				
<i>Bleed: 3" x 10-3/4"</i>				
				
1/3 Page Square				
<i>Live/Non-Bleed: 4-5/8" x 4-3/4"</i>				
<i>Trim: 5-1/8" x 5-1/4"</i>				
<i>Bleed: 5-1/2" x 5-1/2"</i>				
				

## 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.
- Full bleed artwork should adhere to the bleed dimensions. Important text or image elements should remain within the Live/Non-Bleed area to prevent them from being trimmed off the page.
- Artwork submitted with Non-Bleed dimensions will be bordered with the background color of the relevant page.
- Artwork which may be confused for content produced by Otakorp, Inc. must include the text "Paid Advertisement" at the bottom of the ad inside the visible area using at least 8-point font. This determination will be made by Otakorp, Inc. and you will be notified if the text is required. If the text does not appear on the submitted image and is required, 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. A JPG can be included as a visual proof however.
- 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.

## Inserts

In addition to advertisements within our program guide, we also offer inserts within the registration packet. These inserts can either be printed by Otakorp, Inc. or provided by the advertiser. The following rates apply for a standard 8.5"x11" flyer. If you are interested in other sizes, odd-shaped items, or different printing methods, those will need to be priced separately.

Insertion of advertiser supplied fliers  
*\$30 per thousand fliers*

Insertion and printing for 28,000 fliers	
double sided black and white	\$1800
single sided full color	\$2200
double sided full color	\$2600