



**(For advertising only)**  
**Joni Langevoort**  
**9511 Bent Creek Lane**  
**Vienna, VA 22182**  
**Phone: 703-757-7535**  
**Email: maliceads@gmail.com**

### **Come join us for Malice 24!**

There are many reasons for taking out an ad in the Malice Domestic 24 program book:

- Maximize exposure of attending authors
- Remind readers about currently available or upcoming books
- Salute Agatha Awards nominees
- Attract new fans -- and greet faithful ones

Whatever the reason, ads create and foster that intangible bond between author and reader. Malice's advertising rates are a bargain, with no increase in price over last year —and the ads truly are a great investment!

In no other genre do fans feel a closer personal link or develop such partisan support for their favorite authors. An ad in the Malice Domestic 24 program book is a great way to begin or encourage readership in a perfectly targeted audience -- an audience that will share its opinions with friends and fellow enthusiasts back home as well.

Reserve your space now by completing the form on the attached specifications/rate sheet and returning it with the appropriate payment or invoicing information to me at the advertising address of 9511 Bent Creek Ln., Vienna VA 22182. You don't need to decide on the ad copy immediately; the actual copy can come in later (see form for deadlines).

We hope you will want to be represented in the Malice Domestic 24 program book. If you have any questions, please call me at 703-757-7535 or email me at maliceads@gmail.com

Joni Langevoort  
*Publisher Liaison and Advertising Director*



malice  
domestic

Joni Langevoort  
(for advertising only)  
9511 Bent Creek Lane  
Vienna, VA 22182  
Phone: 703-757-7535  
Email:  
maliceads@gmail.com

# Malice Domestic 24

## April 27 – April 29, 2012

### PROGRAM BOOK ADVERTISING SPECIFICATIONS & RATES

#### PROGRAM SPECIFICATIONS:

Trim size: 8.5" x 11"  
Live image area: 7.25" x 9.825"  
No bleed.  
Ink: Black only interior.  
(full color – CMYK covers.)

#### RATES

~~Inside covers (front or back, full page only): \$350~~  
~~Back cover (full page only): \$425~~

**SOLD**

#### Interior pages:

Full page: \$325  
Half page: \$250  
Quarter page: \$200

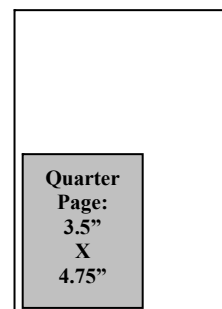
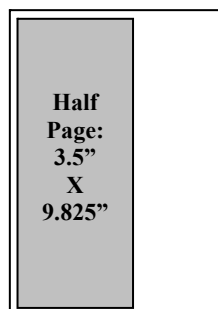
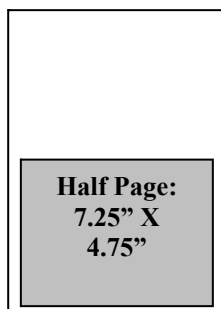
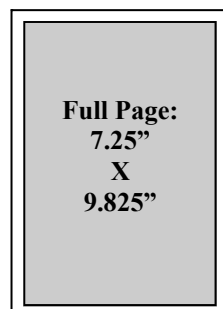
#### AD FORMAT – high res PDF:

Save ad as GRAYSCALE PDF. (CMYK for covers) High resolution / ready for high quality print.  
Link all images and embed all fonts. If fonts are not embedded they may not print correctly.

Ad can also be a TIF at at least 300 dpi (dots per inch) or *Illustrator* EPS file for Creative Suite 2 or below. (Fonts must be outlined if in *Illustrator*.) (Any question about file formats, please call Judith Barrett Graphics at 703-578-0397.)

(Include a printout of your ad with your order to document correct look.)

#### SIZES/CONFIGURATIONS



#### DEADLINES ARE FIRM!

**RESERVE EARLY:** Please facilitate program production by reserving your ad space as early as possible.  
Complete the reservation form and send with payment no later than **March 1, 2012**.

**Ad files must be submitted by March 1, 2012**

(Ads that are not electronic, or camera-ready, can be created for an additional charge: Submit by 2/21/12.  
\$95 quarter page • \$150 half page • \$250 full page • Call 703-578-0397)



malice  
domestic

Joni Langevoort  
(for advertising only)  
9511 Bent Creek Lane  
Vienna, VA 22182  
Phone: 703-757-7535  
Email:  
maliceads@gmail.com

# Malice Domestic 24

## April 27 – April 29, 2012

### Program Advertising Reservation/Insertion Form

(Please use a separate form for each ad requested. Photocopy this form as needed.)

Please reserve advertising space in the Malice Domestic 24 program book as follows:

Covers: (ads are full color – CMYK)

<del>Inside Front Cover</del>	<del>(7.25" X 9.825")</del>	<del>\$350</del>
<del>Inside Back Cover</del>	<del>(7.25" X 9.825")</del>	<del>\$350</del>
<del>Back Cover</del>	<del>(8" x 10.5")</del>	<del>\$425</del>

**SOLD**

Interior pages: (ads are grayscale)

Full page:	\$325
Half page vertical:	\$250
Half page horizontal:	\$250
Quarter page:	\$200

Additional artwork fees to create ads from unformatted material:

Full page –	\$250
Half page –	\$150
Quarter Page –	\$95

*Covers are assigned on a first-come, first-served basis using date the space reservation/payment is received.  
In the event of a tie, a random drawing will be made.*

Payment Enclosed: \$ \_\_\_\_\_

Please Invoice: \$ \_\_\_\_\_ Purchase Order # \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Please retain a copy of this form for your records. If you are not sending ad printout with this form at this time, please make a second copy of the form to accompany ad copy when it is sent. Thank you.**