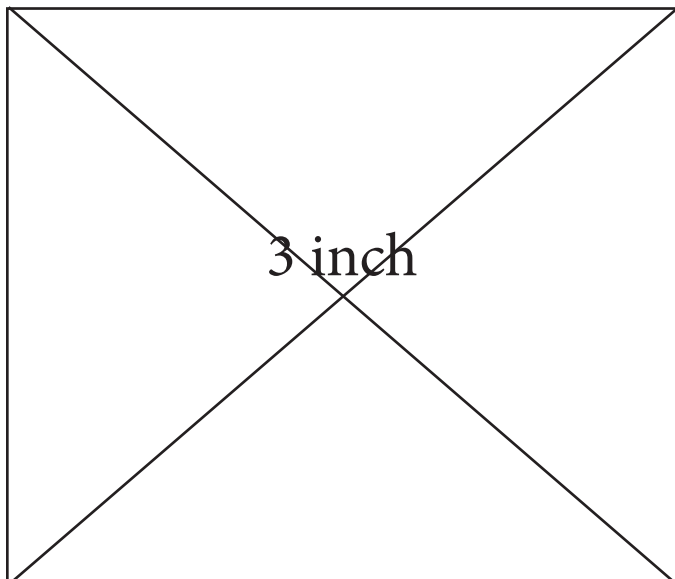
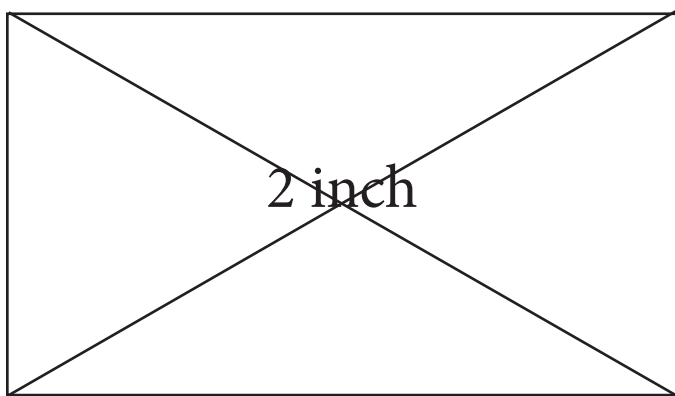
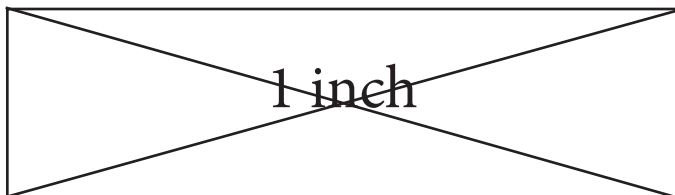


# Guide to Display Ads



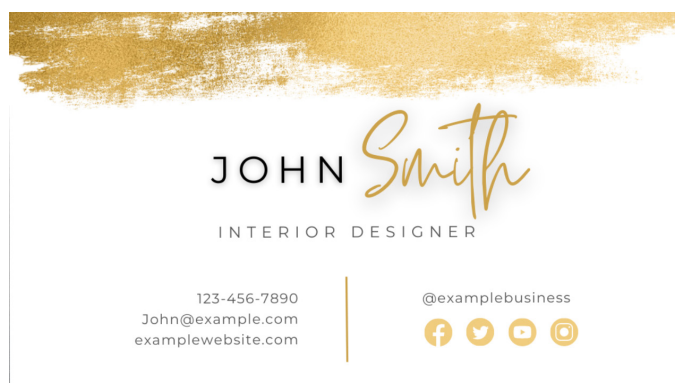
Display ads are by column Inch. A column is 4 inches. Below is a visual guide to sizes. This page is designed to be printed on 8.5x11 inch paper, though the paper is legal (8.5x14).



From here you can add boxes together to get a sense of how large the ad will be on the page. The maximum ad would be full page which is a full page ad at 26 column inches. We can also go across the page which would double the number of column

Questions? Comments? Concerns?  
Email: [pennsicadverts@gmail.com](mailto:pennsicadverts@gmail.com)

Another option for a simple ad is a business card, either scanned in or with modifications. The average business card is 3.5 x 2 inches, or a 2 inch column ad.



If there is free space on the card, text or other graphics can be added, however, more text usually won't fit. In that case we can bump up to a 3 inch ad, allowing text to be added above and/or below, such as a booth number, deals, midnight madness mention, or anything else you might want to include.

It should be noted that not all cards translate to black and white, and some adjustments may be needed to make it look better under those conditions. Also, a higher quality scan of the card is needed.

## Pricing

\$10.00 per column inch	\$39/four days
(Discounts for four or more days)	\$48/five days
\$20/two days	\$57/six days
\$30/three days	\$66/seven days
	\$75.00/eight days

Midnight Madness Shopping Guide: \$12 per column inch. Merchants are limited to four column inches for the shopping guide.