

Westcon 78 BayCon 42 THE ANSWER

BayCon distributes a 5.5" x 8.5" program book to every attendee. We expect to print 750 - 1000 program books.

Ad rates for the Program Book are as follows:

Ad Size	Dimensions	Fan Rate	Pro Rate
Business Card	3.5" x 2"	\$90	\$105
Half Page	5.25" x 4"	\$140	\$175
Full Page	5.25 x 8"	\$250	\$310
Full Page (full 5.5" x 8.5")		\$325	\$450
Inside Cover	5.5" x 8.5"	\$600	\$725

The "Fan Rate" applies to fan clubs and related conventions.

Submission Guidelines:

Ads should be black and white or grayscale (unless you're buying a cover).

Images must be a minimum of 300 DPI in TIFF, JPEG, or PDF.

Indesign files are accepted as long as they are a package with fonts and images.

Recommend all ads be sent as a ZIP or otherwise compressed.

Full bleed ads should allow for a .125" bleed on all sides. No crop marks necessary.

Our submission deadline for ad copy this year is June 15, 2026.

BayCon reserves the right to reject any ad that we determine to be unsuitable or inappropriate for publication in our Program Book.

For any inquiries, please email outreach@baycon.org with subject "Attn: Ads Department"