

CONTINUUM

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Continuum 4 : retrorama – the future was then

4-6 August 2006 ♦ Victoria Hotel, Melbourne

Sponsorship and Advertising

Don't miss out on your opportunity to be associated with Melbourne's premier Speculative Fiction and Pop Culture event of 2006!

Continuum is an annual Speculative Fiction and Pop Culture Convention celebrating creativity across the genres and media. The convention aims to provide a wide range of traditional SF convention activities as well as some new ones, all complementing our theme: "*Retrorama – the future was then*".

Continuum 4 is being organised by the same experienced team who ran the first three highly successful and popular Continuum conventions, and seeks to provide an environment in which the diverse elements of the Australian speculative fiction and pop culture community can meet and explore mutual interests, exchange ideas and develop vital relationships. **Continuum** has forged strong links with both fans and genre professionals around Australia, and has confirmed the following Guests of Honour for 2006:

Shaun Tan (Aust) – World Fantasy Award winning artist & author of *The Lost Thing* and *The Red Tree*
Charles Stross (UK) – Hugo Award winning author of *Iron Sunrise* and *The Atrocity Archives*
Margo Lanagan (Aust) – World Fantasy Award winning author of *WhiteTime* and *Black Juice*

As with the previous three conventions, **Continuum 4** will feature a well-planned and multi-streamed program which will include a wide range of panels, speeches, events and activities. Over the course of the weekend, fans and professionals alike will be able to intermingle, discuss their passions for various genres, engage in sometimes heated debate, and of course have a great deal of fun!

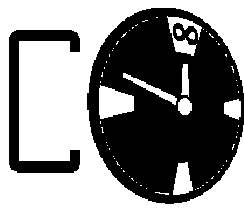
Continuum 4 will be held at the **Victoria Hotel** which is situated right in the heart of Melbourne, around the corner from the Town Hall on Little Collins Street. The Victoria is a beautiful Art Deco venue in a location convenient to other attractions and amenities in the city, and is easily accessible via both public transport and car.

Professionals and fans alike have already come to view the **Continuum** conventions as "must attend" annual events in the speculative fiction/pop culture calendar, and **Continuum 4** will be no exception. With an impressive line-up of confirmed Australian and International guests, the 2006 convention is set to be one of the most significant Australian speculative fiction events of the year, with the number of attendees expected to be well in excess of 200.

Sponsorship and advertising with **Continuum** provides a cost-effective way for your business to target the speculative fiction/pop culture niche market.

In addition to our listed sponsorship packages and general advertising spots (see attached), Continuum can also provide tailored sponsorship opportunities, such as Book Launches, Readings/Signings and specific Event or Panel sponsorship at very reasonable rates. Please feel free to contact us to discuss your specific marketing needs.

For further information, please contact **Palila Opit** via email: advertising@continuum.org.au



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(the following rates are current until the Convention weekend and are all GST inclusive)

Sponsorship Packages:

1. Alpha Sponsor @ \$550

There are two (2) Alpha Sponsorship packages available, which include the following:

- ♦ One (1) Interior Cover advertisement in 2006 Convention Souvenir Handbook;
- ♦ Choice of either: a) Professional Table in Dealers Room (with Comp Membership);
b) Two (2) Poster and/or Banner Advertisements (supplied by the sponsor) to be displayed in prominent positions at Convention Venue;
- ♦ Option to secure Guest appearance/signing at business premises prior to Continuum 4;
- ♦ Official Sponsor acknowledgement (including logo) on all Continuum 4 publications;
- ♦ Website Advertisement;
- ♦ One (1) complimentary Full Membership to Continuum 4.

2. Beta Sponsor @ \$330

There are four (4) Beta Sponsorship packages available, which include the following:

- ♦ One (1) Interior Full Page advertisement in 2006 Convention Souvenir Handbook;
- ♦ Official Sponsor acknowledgement (including logo) on all Continuum 4 publications;
- ♦ Website Advertisement;
- ♦ One (1) complimentary Full Membership to Continuum 4.

Advertising Rates:

1. 2006 Convention Souvenir Handbook

<i>Location</i>	<i>Size</i>	<i>Dimensions</i>	<i>Format</i>	<i>Cost</i>
Back Cover	Full Page A4	210 x 297 mm	Colour	\$330
Interior Cover	Full Page A4	210 x 297 mm	Colour	\$220
Interior Page	Full Page A4	210 x 297 mm	Black & White	\$165
Interior Page	Half Page A5	210 x 148 mm	Black & White	\$110
Interior Page	Quarter Page A6	105 x 148 mm	Black & White	\$55

2. Continuum Website:

- ♦ Advertisements to be **140 x 70 pixels** (horizontal) in size at 72 pixels/inch resolution in .gif or .jpg format and will be linked to the client's own website.

<i>Location</i>	<i>Duration</i>	<i>Cost</i>	<i>Duration</i>	<i>Cost</i>
All Pages - Banner	6 months	\$22	12 months	\$44

Please Note: All design/artwork for print and website advertising is to be supplied by the client and delivered to Continuum in an appropriate format by the required date, to be advised at time of booking. No refunds will be issued in the event of artwork for advertising not being supplied to deadline.