



E-content Donations to the World Fantasy Convention 2012

Make an impact at World Fantasy with your book, novella, or short fiction!
Consider making a donation of downloadable content to the membership for the upcoming
World Fantasy Convention 2012.

This guide will help you do so, at a reasonable cost, and with a professional result, and enable you to promote and bring your work to the attention of the membership. Our physical bookbag will once again be complemented by our “virtual bookbag.” A packet of postcards will be in each member’s bookbag, with an explanatory cover that will include a WFC 2012 website address where all donations will be listed. Each postcard will stand for your donation of e-content for our membership.

These brief guidelines will help explain the process for donating e-content for e-readers and computers, and offers several printing options for you to choose from.

- Please note:**
1. All downloads or offers must be set up to be valid as of Thursday, November 1, 2012, and the links or codes should expire on December 31, 2012.
 2. We request 1,000 postcards for each download; one for every member (plus a few in case of damages in shipping or handling).

Style guide for all printing choices:

- **file type:** either a press-optimized PDF, or a 300 dpi resolution TIFF
- **postcard size is 4" x 6"/139mm x 107mm** - this is standardized to facilitate bundling in the bookbag. Your image and text can be in either portrait or landscape.
- **front of card:** color image file; here you can put your cover(s) image(s) or design(s)
- **back of card:** b/w text; please use a clear and readable font and point size, and include the following information:
 - ▶ Your company name, or your professional name
 - ▶ Your company website
 - ▶ Contact email address
 - ▶ Title and author of book(s)
 - ▶ 2-line description of the book(s)
 - ▶ **Either** - a download address(es) that members can type into their browser for instant download,
 - ▶ **Or** - or a code(s) that can be entered into the shopping cart on the website.
 - ▶ Include very brief directions if they seem warranted.

If you are donating more than one title, you may group them together on one card, or print out one card per title. If printing more than one card, please submit separate files for each one, and pay accordingly.

Option #1 - WFC will print and ship your cards for you! *No shipping costs!*

WFC 2012 has made printing arrangements with a local professional printer. The cost is \$95 CAN for 1,000 postcards; glossy colour on the front, matte b/w on the back. All cards so submitted will be printed in Toronto, and brought to the WFC in one shipment, for inclusion in the bookbags.

You must place your order no later than October 22, 2012. This is a firm deadline.

Simply email your file to Amy De Ruyte, at treasurer@wfc2012.org, and copy Rina Weisman, publisherliaison@wfc2012.org.

Please include in your cover email when submitting your file:

- ▶ your name
- ▶ your company name
- ▶ the title(s) and author(s) of the download(s)
- ▶ download address for the e-content, or the code for your shopping cart

Please make sure your file is ready for printing when you send it. We may not be able to make any corrections or changes once we have your file. We'll confirm via email that your file was received, and at that point, please pay for your card order(s) via PayPal.

To pay at www.paypal.com:

- please use treasurer@wfc2012.org as the payee address
- note "donation of e-content/postcards for WFC 2012" in the Message box at the bottom.
- please make payment in Canadian funds. This option is easily chosen on the PayPal site.

Option #2 - Using an online printer

We suggest checking out Vistaprint, an online printer. Use www.vistaprint.com, for the U.S., and www.vistaprint.ca, for Canada. You can upload your own images, and create your own text on the reverse side, approve the proof, and pick your shipping time.

If ordering from the United States - An order of 1,000 cards is about \$100, and there's an additional charge for shipping to Toronto, Canada, and a tax about equal to the shipping cost. A test example cost was \$100 for the cards, \$14.39 for 2-week shipping from San Francisco, CA, and a tax of \$15.52, for a total of \$134.89.

If ordering from Canada - An order of 1,000 cards is about \$100, plus shipping from your location to Toronto.

Option #3 - Using your own printer

You may already have a printer you prefer to work with, and would rather use. Please follow the style guidelines, and be sure to allow time for shipping from your printer to the convention. If shipping from the U.S., please consult with your local post office, or Fedex representative, for the best way to ship these items; remember that you'll need to fill out customs forms, and account for any GST taxes that may accrue.

If using Options 2 or 3 – be sure to allow enough time for postcards to be received in Toronto not later than Monday, October 29, 2012; anything arriving after that may not make it into the packet.

Please ship your postcards here:

WFC 2012 c/o Access Storage
100 Canadian Road, Unit 1240
Scarborough ON M1R 4Z5
CANADA

Contact at location: Archie or Richard
Phone: 416-438-1661
Email: 100canadian@accessstorage.ca
Website: www.accessstorage.ca

If using Option 3, please also clearly label your box somewhere on the top “POSTCARDS.”

Neither the WFC 2012 committee members, the World Fantasy Convention, or the World Fantasy Convention Board of Directors are responsible for any damage, delay, or disappearance of items being shipped to the WFC; nor are they responsible for any payment of postage, shipping costs, taxes, duties, or other levies. Anything arriving requiring a payment of any kind will be returned to sender at their cost; we cannot make any exceptions. Keep track of your paperwork, and your tracking numbers.