



# ONLINE MARKETING OPTIONS

REACH THOUSANDS OF  
TABLETOP FANS ON GEN CON'S  
SOCIAL CHANNELS



95,000+



41,000+



18,000+



11,500+



7,400+

## DIGITAL CATALOG PRODUCT LISTING

\$550

Includes title, image of game, price,  
and website link for purchase

## DIGITAL CATALOG LOGO INCLUSION

\$300

Linkable logo placed in catalog

## DIGITAL COUPON BOOK INSERT

\$700

Coupon must include a promotion/discount  
Coupon will be linkable  
1000w x 500h. 150 dpi RGB jpg, png, or pdf.

## INSTAGRAM POST

\$450

Lifestyle images or videos only  
(must be approved by Gen Con  
before purchase)

## BLOG POST

\$450

## SOCIAL MEDIA POSTS

Prices vary  
based on timing  
but start at  
\$750

## EMAIL NEWSLETTER INCLUSIONS

prices vary based on  
timing, but start at  
\$1,700

## CUSTOM PACKAGES

with built-in discounts are available upon request  
Example Packages:

- 30-minute stream, one day of interstitial slide advertisement, and a digital catalog product listing - \$1,900
- Digital catalog product listing, a digital coupon book insert, and an Instagram post - \$1,500
- Complimentary Discord opportunities available with purchase of above marketing

## STREAMING SPOTS

\$900

- 30 minutes
- Content can be streamed from Gen Con Indy or online from a remote location
  - Hosts may be available upon request
- Content must fall within one of these categories:
  - Interview
  - Demo
  - Product Showcase/Preview
- Content and production summary must be submitted for approval before confirmation and payment
- Stream participants must arrive at onsite studio or join online video call at least 15 minutes before scheduled start time or the spot will be forfeited and no refund will be issued

## STREAMING ADVERTISEMENTS

\$600 per day/\$2000 weekend

- Slides shown approximately 12 times per day/50 times per weekend.
  - Three channels that ad will be shown on over a four-day period
  - 10-minute ad breaks between scheduled content
  - Each slide is shown twice per ad break
- Slides must promote the following:
  - Product(s)
  - Company/Organization
  - An Event
- Partner must provide assets and complete asset checklist for slide creation by August 15, 2021 or it will be forfeited with no refund.
- Assets required:
  - Short description or tagline (under 50 characters)
  - High resolution, transparent images where applicable
  - Product, company logos, etc.
  - Website or URL for product purchases or online presence/event
  - Example slides can be provided upon request

## ADDITIONAL OPTIONS

- Complimentary Discord opportunities available with purchase of above marketing
- Gen Con is open to proposals for other streaming programs

**CONTACT:** [exhibitors@gencon.com](mailto:exhibitors@gencon.com) if you are interested.