



# BronyCon 2015

## Advertising Information Packet

**No matter what your target audience, BronyCon is the ideal advertising venue for you or your organization. Our convention presents a unique and diverse opportunity for potential advertisers.**

**With an estimated 10,000 attendees of all ages from every corner of the globe, our convention offers a unique cross-section of potential customers.**

**Local businesses, larger organizations seeking broad and international audiences, vendors at our event, and anyone in between will find value in advertising with BronyCon. No matter the scope of your campaign, we will work with you to assemble an advertising campaign that meets your needs.**

# Convention Book Advertising

A print publication outlining our VIPs, schedule, and panel descriptions is given to each of our 10,000 attendees when they pick up their badge. Many attendees save their con books year after year, and as such they have a very high and long-term retention rate.

## Pricing is as follows:

### Half-Page Ad

6 $\frac{5}{8}$  in  $\times$  5 $\frac{1}{8}$  in

### Full-Page Ad

6 $\frac{5}{8}$  in  $\times$  10 $\frac{1}{4}$  in

### Interior Spread

13 $\frac{1}{4}$  in  $\times$  10 $\frac{1}{4}$  in

### With Bleed

7 $\frac{1}{8}$  in  $\times$  5 $\frac{5}{8}$  in

### With Bleed

7 $\frac{1}{8}$  in  $\times$  10 $\frac{3}{4}$  in

### With Bleed

13 $\frac{3}{4}$  in  $\times$  10 $\frac{3}{4}$  in

### Text-Safe Area

6 $\frac{1}{8}$  in  $\times$  4 $\frac{5}{8}$  in

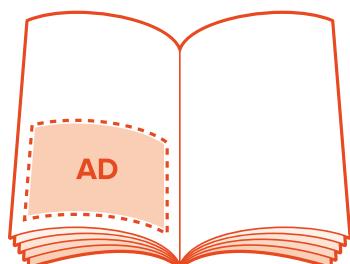
### Text-Safe Area

6 $\frac{1}{8}$  in  $\times$  9 $\frac{3}{4}$  in

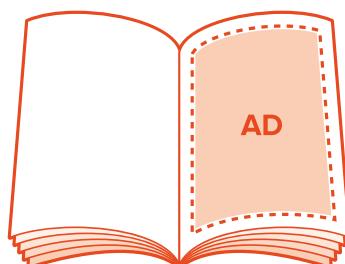
### Text-Safe Area

12 $\frac{3}{4}$  in  $\times$  9 $\frac{3}{4}$  in

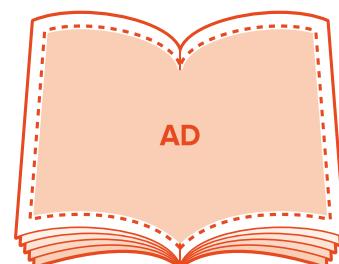
Advertisement artwork should be provided at 300dpi or higher.



\$250



\$500

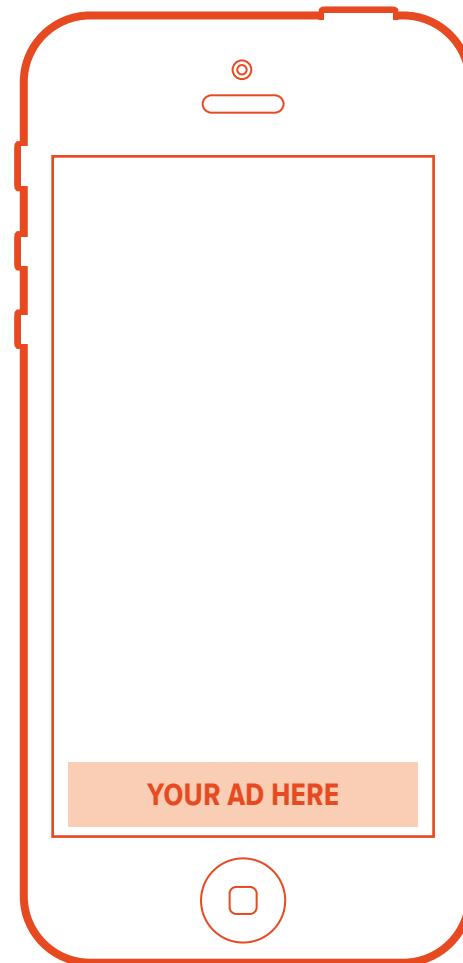


\$1,000

## Guidebook App Advertising

Guidebook is the digital companion to our physical convention book. As the fastest and most direct way for attendees to get real-time updates about the event, many attendees will make frequent use of the app throughout the weekend, as well as the days leading up to it.

The primary advertising space in-app is the banner bar placed along the bottom portion of the application. The cost of these banners is \$1,000, and the number of units is capped in order to maximize the number of impressions for advertisers.



Guidebook Ad  
600px × 110px

# Concert Barrier Signage

BronyCon is home to the world's largest My Little Pony music festival. For two days, totaling 12 hours of on-stage performance time, attendees will gather to see what's in store on our stage. In the weeks and months to follow, thousands more still will view recordings, official and otherwise, of the event. With concert barrier signage, your brand can be front and center in that excitement!

The price of these highly visible sponsorships is \$500 per unit, with printing covered and handled by BronyCon. You provide us the assets, and we'll take it from there.

Barricade Ad

2 ft 6 in × 2 ft 6 in

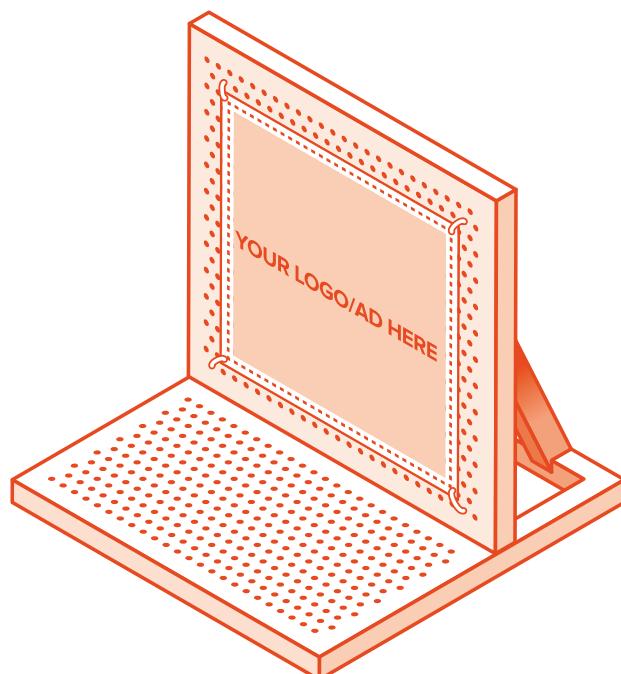
Text-Safe Area

2 ft 8 in × 2 ft 8 in

Text-Safe Area

2 ft 4 in × 2 ft 4 in

Advertisement artwork should be provided at 150dpi or higher.



## "Swag Bag" Sponsorships

In addition to a convention book, pre-registered attendees, which constitute roughly 85% of our total attendance, receive a high-quality plastic bag at registration for carrying around various items they collect. Placing any number of branded items and pamphlets in these mass-distributed bags allows impressions upon the majority of individuals in attendance. In the past, bag-stuffer items have ranged from color postcard-style advertisements, to branded promotional items.



In an effort to reduce the environmental impact of our swag bags, we've discounted the rate for usable items with higher retention rates than cards and pamphlets.

For \$1,200, we'll place a printed paper item that you provide, up to 8 ½" x 5 ½", in every one of these bags.

For small items (i.e. sunglasses, promotional trading cards, keychains, etc.), the cost to place materials in the bag is reduced to \$800.

## **Additional Opportunities**

In addition to the aforementioned, numerous other sponsorship opportunities exist. Perhaps your organization is interested in elevator skins or some other unique printed space, would like to sponsor a room, or something totally unique - the options are practically limitless.

**To discuss the possibility of investing in advertising space at our event (or to inquire about an option not listed here), please contact our team via [advertising@bronycon.org](mailto:advertising@bronycon.org).**

**We look forward to hearing from you.**