



**BronyCon 2017**

**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<sup>5</sup>/<sub>8</sub> in × 5<sup>1</sup>/<sub>8</sub> in

### With Bleed

7<sup>1</sup>/<sub>8</sub> in × 5<sup>5</sup>/<sub>8</sub> in

### Text-Safe Area

6<sup>1</sup>/<sub>8</sub> in × 4<sup>5</sup>/<sub>8</sub> in

### Full-Page Ad

6<sup>5</sup>/<sub>8</sub> in × 10<sup>1</sup>/<sub>4</sub> in

### With Bleed

7<sup>1</sup>/<sub>8</sub> in × 10<sup>3</sup>/<sub>4</sub> in

### Text-Safe Area

6<sup>1</sup>/<sub>8</sub> in × 9<sup>3</sup>/<sub>4</sub> in

### Interior Spread

13<sup>1</sup>/<sub>4</sub> in × 10<sup>1</sup>/<sub>4</sub> in

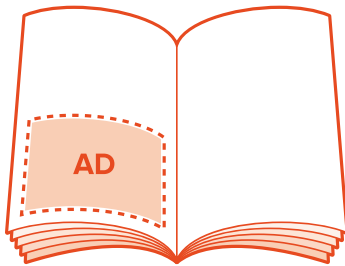
### With Bleed

13<sup>3</sup>/<sub>4</sub> in × 10<sup>3</sup>/<sub>4</sub> in

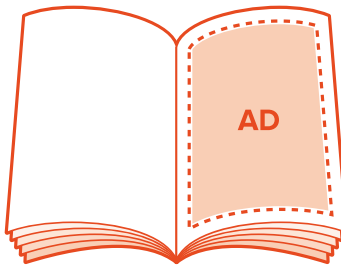
### Text-Safe Area

12<sup>3</sup>/<sub>4</sub> in × 9<sup>3</sup>/<sub>4</sub> in

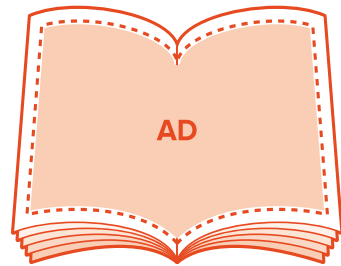
Advertisement artwork should be provided at 300dpi or higher.



**\$250**



**\$500**

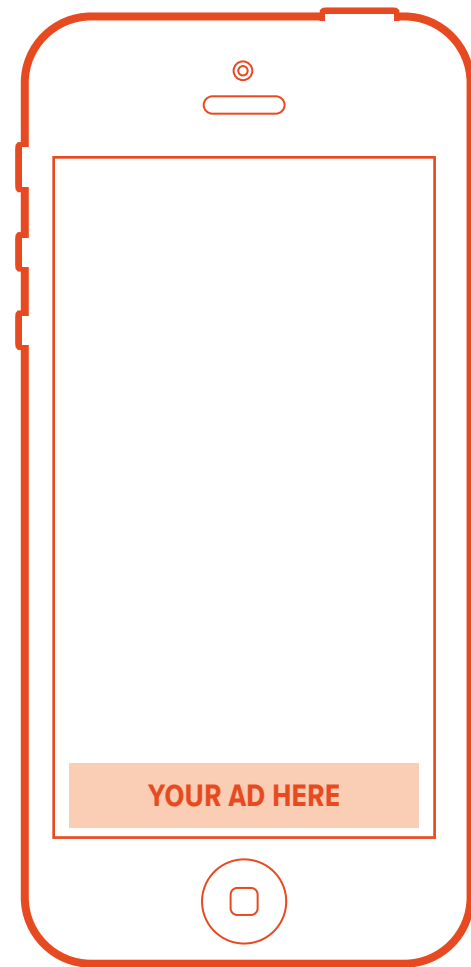


**\$1,000**

# 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.

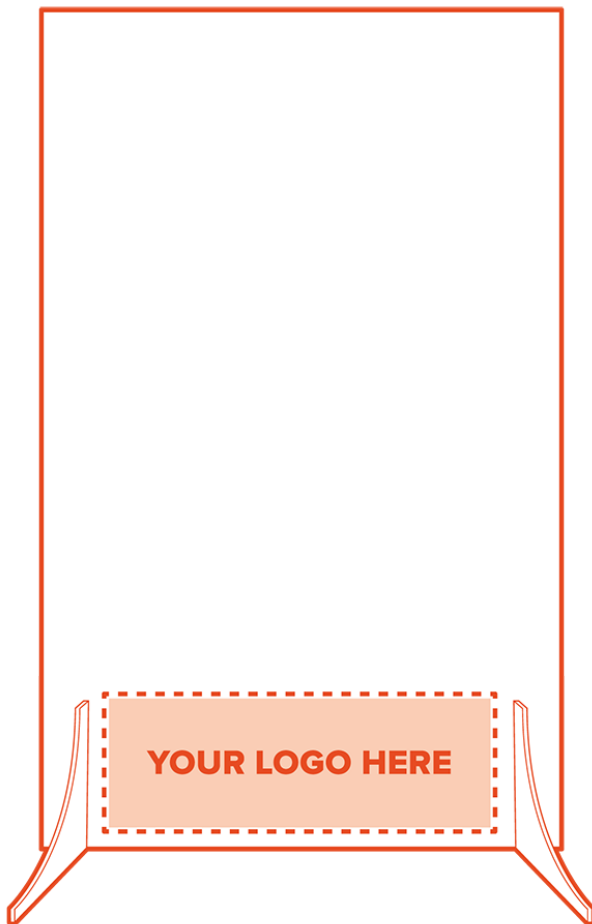
The primary advertising space in-app is the banner bar placed along the bottom portion of the application. The cost of these banners is \$500, and the numbers of units is capped in order to maximize the number of impressions for advertisers.



Guidebook Ad  
600px × 110px

## Wayfinding Monolith

With over 1.2 million square feet of space, herding 10,000+ attendees through the Baltimore Convention Center can be a challenge. That's where our Wayfind Monoliths save the day. Each monolith features a highly specialized map or directional arrows to help guide attendees to the next concert, panel, or exhibitor booth.



The price for these highly visible sponsorships is \$1,000 per sign, with printing covered and handled by BronyCon. You provide us the logo and text (either a website URL or Marketplace booth number), and we'll take it from there.

## **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.**