

# 2016 RATE CARD

Create an **integrated media campaign** that influences our **BookCon Fans** on screen, in print and at our event.



## Registration

- Fan Registration Sponsorship.....\$4,500

## Website Advertising

- Web Banner – 50k Impressions.....\$375
- Web Banner – 250k Impressions.....\$1,650
- Homepage Slider..... \$5,000
- Remarketing Web Banners.... Call For Pricing

## eNewsletter

- Newsletter – Small (200x150).....\$225
- Newsletter – Medium (305x150) .....\$350
- Newsletter – Large (410x150).....\$550
- Newsletter – X-Large (620x150) .....\$825

## Social Media

- Facebook Post (Pre-Show).....\$220
- Facebook Post (During Show).....\$330
- Sponsored Tweet (Pre-Show).....\$200
- Sponsored Tweet (During Show).....\$300

## Mobile

- Mobile Presenting Sponsorship....Call For Pricing
- Mobile Push Notification.....\$600
- Mobile Promoted Post.....\$550

## Event Map

- Back Cover.....\$2,000
- Ad Below BookCon Schedule.....\$1,250
- Interior Panel Ads.....\$900

## Sponsorships

- Meter Board (Double-Sided).....\$1,650
- Character Handout.....\$1,650
- Badge Art Sponsor .....\$10,000
- Kids Badge Art Sponsor .....\$2,000
- Badge Mailing Sponsor .....\$1,000
- Official BookCon Show Bags .....\$2,000\*
- Registration Kick Panels .....\$3,000\*
- Lanyard Sponsor  
(Must produce 12,000 lanyards).....\$5,000\*

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

\*Indicates production, design, shipping/ freight and/or labor costs not included



383 Main Avenue  
Norwalk, CT 06851

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company name

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contact

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title

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authorized signature

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date