

2017 RATE CARD

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



Registration

- Fan Registration Sponsorship.....\$7,500
- Badge Activation Sponsorship.....\$7,500

Website Advertising

- Web Banner – 50k Impressions.....\$375
- Web Banner – 250k Impressions.....\$1,650
- Remarketing Web Banners – 100k.....\$900
- Remarketing Web Banners – 250k.....\$2,250
- Homepage Slider – March.....\$3,000
- Homepage Slider – April.....\$4,000
- Homepage Slider – May & June.....\$5,000
- Featured Exhibitor.....\$500

Newsletter

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

Social Media

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

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

Mobile

- Mobile Presenting Sponsorship.....\$7,500
- Mobile Push Notification.....\$1,200
- Mobile Promoted Post.....\$550

Program Guide

- Back Cover.....\$2,500
- Inside Front Cover.....\$1,500
- Inside Back Cover.....\$1,500
- Two Page Spread.....\$1,900
- Full Page Ad.....\$1,000

Sponsorships & Branding

- Downtown Stage Sponsorship.....\$6,000
- Meter Board (Double-Sided)
BookCon Only.....\$1,650
- Meter Board (Double-Sided)
BookExpo & BookCon.....\$2,650
- Street Team Handout (per day).....\$1,600*
- Badge Art Sponsor\$11,000
- Kids Badge Art Sponsor\$2,000
- Badge Mailing Sponsor\$1,000*
- Official BookCon Show Bags
(Suggested quantity to supply 25,000).....\$2,500*
- Staff Shirt Sponsor.....\$2,000
- Lanyard Sponsor
(Must produce 25,000 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.



383 Main Avenue
Norwalk, CT 06851

company name

contact

title

authorized signature

date