

RPGFan.com Media Kit - Advertising

<http://www.rpgfan.com>

RPGFan, LLC

11022 75th St. #106

Kenosha, WI 53142

(224)-531-8180

Primary Contact & Owner: John McCarroll, johnm@rpgfan.com

Why RPGFan? RPGFan.com provides you with inexpensive, direct advertising access to a prime demographic, the 18-35 year old Role Playing Gamer. With over 125,000 unique visitors a month and over 1 million pageviews, RPGFan's reach into this demographic is as wide as it is deep. Because we cater only to role playing games, visual novels, and adventure games, you can be sure that the visitors at RPGFan are the types of customers interested in purchasing your titles.

Media Type: RPGFan.com is a website updated multiple times daily with news, reviews, previews, and other editorial content relevant to the games industry. All editorial pages on RPGFan have three ad slots, a 728x90 leaderboard, a 160x600 skyscraper, and a 300x250 box ad. Our message boards, which constitute 10-15% of our monthly traffic, contain two ad slots, a 486x60 top banner and a 160x600 skyscraper.

Reach and Demographic: RPGFan.com is listed on most major reviews aggregators, like MetaCritic, GameRankings, and Rotten Tomatoes and targets a 13-35 year old demographic, with the primary audience falling in the 18-35 range. RPGFan's audience primarily falls within six countries: the United States (50%), Canada (8%), the United Kingdom (5%), Germany (4%), Brazil (3%), and Australia (3%).

Publishing Calendar: RPGFan's calendar is directly related to when titles are released. We are happy to work with both public relations and advertising to create a cohesive brand experience combining editorial content and advertising.

Name Recognition: RPGFan is a well known brand and has been used in advertising by major publishers across the globe, including Falcom (Ys Series), Deep Silver (Dead Island), and CD Projekt RED (The Witcher 2: Assassins of Kings). Previous advertisers include publishers who recognize the worth of RPGFan's Demographic: Atlus USA, Aksys Games, and NIS America. Because RPGFan is an independent website, our social capital is higher with the audience that you want to connect with.

Ad Deadlines: RPGFan allows advertising to be set on a rolling weekly or monthly basis. We request at least two business days between any insertion order and the start date of the advertising.

Payment: RPGFan accepts payment in the form of checks, cashiers checks, money orders, or direct bank transfer. RPGFan does not accept credit card payments. Payment is due within 14 days from the end date of the advertisement.

Rate Card: RPGFan provides multiple flat-rate advertising options that fit well within any budget. We offer both individual advertising banners as well as full-site packages. Alternate advertising packages like CPM-based advertising or full-site skins will be considered on a case-by-case basis.

728x90 Leaderboard (Editorial Pages)	\$200 Weekly \$600 Monthly
300x250 Box (Editorial Pages)	\$150 Weekly \$450 Monthly
160x600 Skyscraper (Editorial Pages)	\$200 Weekly \$600 Monthly
160x600 Skyscraper (Message Boards)	\$100 Weekly \$300 Monthly
486x60 Top Banner (Message Boards)	\$80 Weekly \$240 Monthly
Editorial Pages (Three Banner Package)	\$450 Weekly \$1350 Monthly
Message Boards (Two Banner Package)	\$140 Weekly \$420 Monthly
Full Website (Editorial + Message Board Package)	\$550 Weekly \$1650 Monthly