

## Comics, Movies, TV, Anime, Manga, Video Games, & More

	October 11-14, 2012   Jacob Javits Center   New York City							
	E-Marketing							
	□Confirmation email	\$4,500	□Character Handouts	\$3,000 (per day)				
	□Web Banners	\$500 – \$5,040	(2 person max, each additional	dditional person is \$500)				
	□Page Peel (exclusive)	\$7,000	□Shuttle Bus Advertising	\$10,000*				
	□eNewsletter Banner	\$300-750	□Booth Drop	\$1,500 per item				
	□Sponsored Tweet	\$300-450	□Info Counter Sponsor	\$6,000*				
	·		□Volunteer Staff Sponsor	\$6,000				
	MapYourShow Interactive Floorplan		□Attendee Line Sponsor	\$5,000*				
	□Level 1	\$99	□Pro Lounge Sponsor	Call for info				
	(logo, product categories, highligh	nt on floorplan,	□Press Room Sponsor	\$5,000				
	social media links)	<b>C</b> 240	□VIP Lounge Sponsor	\$5,000				
	□Level 2 (3 product windows)	\$349	□Blog Sponsor	\$1,500				
	□Level 3	\$499	□Toy Chest Basic	\$500				
	(featured top of the list, video wind	¥	□Toy Chest Supreme	\$1,100				
		,	Signage/Branding					
	Show Guide Advertising (4 Color)		□Indoor Banners	Call for Info*				
	□Full Page	\$2,500	□Outdoor Banners	Call for info*				
	□Half Page	\$1,800	□Aisle Signs	\$1,750* per sign				
	□Two-Page Spread	\$5,500	□One Sided Meterboard	\$1,700				
			□Two Sided Meterboard	\$2,300				
Show Guide Special Positions		sitions	□Column Wraps	\$2,500* per column				
	□Cover 1 (Front Cover)	Call for info	Graphic Decals					
	□Cover 2	\$5,500	□Exterior Window Decals	Call for info				
	□Cover 3	\$5,500	□Door Decals	\$5,750*				
	□Cover 4 (Back Cover)	\$8,000	□Pyramid Decals	\$6,000*				
	□Page Facing Cover 2	\$5,000	□Stair Decals	\$14,000*				
	□Page Facing Cover 3	\$4,250	□Show Floor Decals					
	□Page Facing TOC	\$3,850	- Show Floor	\$5,500*				
	□Insert	\$2,500*	<ul> <li>Crystal Palace</li> </ul>	\$5,500*				
			- North Concourse	\$5,500*				
	Sponsorships							
	□Official Show Bag	\$10,000*	*Indicates production, shipping/freigh and/or labor costs not included					
	□Badge Lanyards	\$7,500*						
	□Badge Sponsor -Retailer	\$12,500*	ana, or labor costs not included					
	□Badge Sponsor -At Show	\$12,500*	Email or Fax to:					
		A- 1:						

**Email or Fax to:** Ali Farina

Tel: 203-840-5567 / Fax: 203-840-9567 E-Mail: ali@reedpop.com

ADVERTISER:		 	
ADDRESS:			
PHONE/FAX: _	 	 	
E-MAIL:	 	 	
SIGNATURE: _			
DATE:	 	 	

□ Javits TV&Marquee Spot \$5,000 per minute\*

□Badge Mailing Insert

□Reg. Area Sponsor □Reg. Desk Handouts

□Trailer Loop

\$3,150\*

\$32,000\*

\$2,500 per day\*

Call for info

Make checks payable to the New York Comic Con. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. Non-payment may jeopardize booth set up. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and nonrefundable. In the event of cancellation, the advertiser is responsible for full payment. Ads with coupons will not be accepted. Management has the right to offer new products or positions throughout the show cycle that may not be listed on