



# ADVERTISING

LAS VEGAS  
MARCH 5-9, 2025

# DEMOGRAPHICS

FOR THE LARGEST BOARD GAME CONVENTION ON THE WEST COAST

## Attendees

**3,300**

2024 CONVENTION ATTENDEES

**4,000**

2025 PROJECTED ATTENDEES

**\$75,000**

MEDIAN INCOME

### AGE RANGE

<1% 0-20

20% 21-29

**40% 30-39**

25% 40-49

14% 50+

**80%**

TRAVEL FROM  
OUT-OF-STATE

**19%**

FIRST TIME BOARD GAME  
CONVENTION ATTENDEES

**148,000**

SQ FT CONVENTION CENTER

## The Dice Tower youtube channel

**338,000**

SUBSCRIBERS

**23,000**

VIDEOS

**Millions**

OF VIEWS EVERY YEAR

THE LARGEST BOARD GAME CONTENT  
CREATORS ON THE INTERNET



[dicetowerwest.com](https://dicetowerwest.com)



# SPONSOR

## PROGRAM SPONSOR

**\$5,000** *(1 available)*

Includes back page program ad

plus one interior full page ad *(or \$500 credit towards other program advertising)*

Mention on social media platforms

Logo & link to your website on sponsor page of website

Logo on main event sponsor banner

Logo on sponsor page in program

1 full color banner in convention space



# PROGRAM

## Print Ads

FULL COLOR, FULL BLEED PUBLICATION

8.5" x 11"

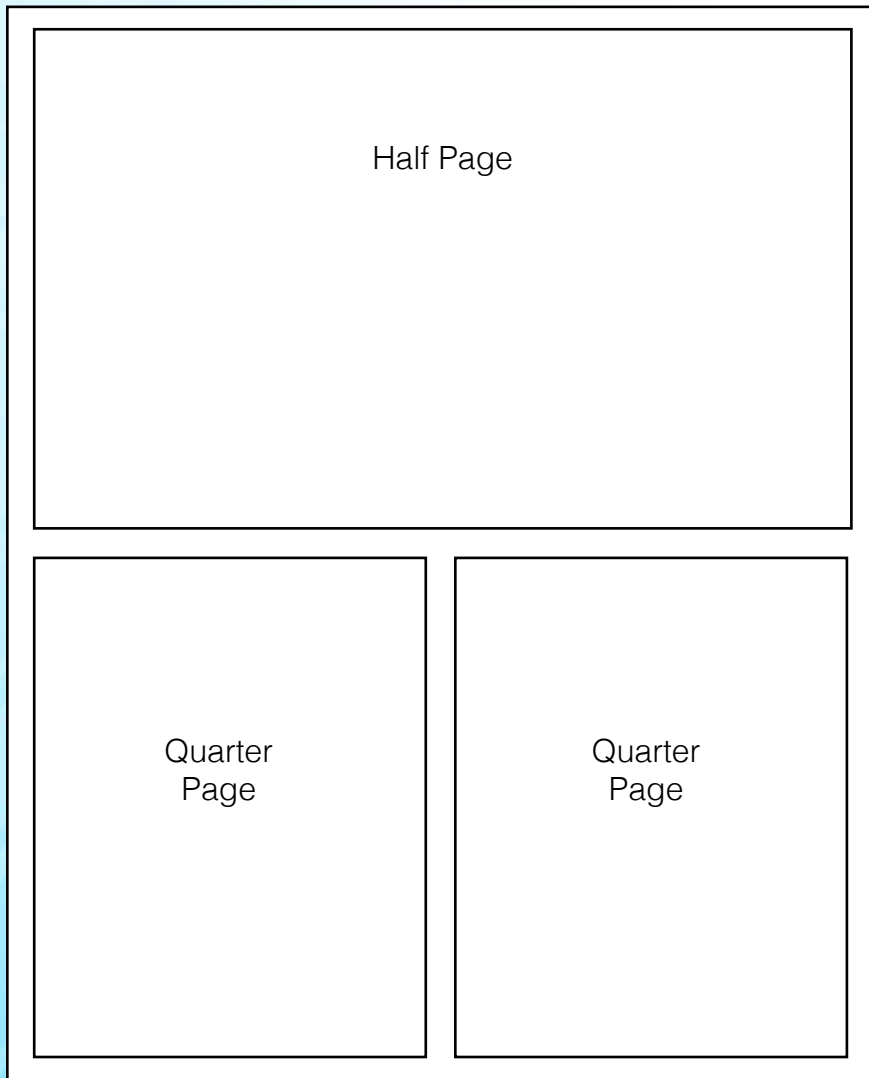
# 4,000

COPIES

**SPACE RESERVATION IS DUE JANUARY 10, 2025**

**FINAL ART IS DUE FEBRUARY 1, 2025**

ART FILES ACCEPTED: PDF, JPEG, TIF



### Full Page:

Interior ad: \$500

Premium position in first 10 pages with right read: \$800

Inside front cover: \$2,000

Inside back cover: \$1,500

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

### Double Truck:

\$1,200

two full pages positioned across from each other in the book

specs for each page

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

### Half Page:

\$300

7.5 x 4.875

### Quarter Page:

\$200

3.625 x 4.875

### Program Sponsor:

\$5,000

includes back cover ad & one full page interior ad

Logo on main event sponsor banner

Logo on sponsor page in program

Logo and link on sponsor page on website

Mention on social media platforms

1 full-color banner in convention area

[dicetowerwest.com](http://dicetowerwest.com)



# PROGRAM

## Advertorial Game Ads

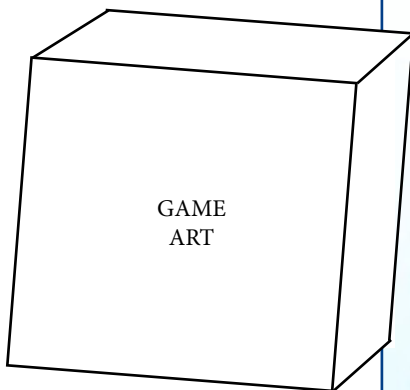
FULL COLOR, ACTUAL SIZE BELOW

Perfect for crowdfunding campaigns.  
You must supply game cover art.  
You can also include a QR code link to your webpage.

### GAME TITLE

The brief game description will go here. This should be a quick elevator pitch to create interest in your game and explain why it is different from other games. You can also include a website address or crowdfunding go live date. Approximately 200 characters.

1-5 players  
ages 13+  
30-60 min  
Pattern-making  
& drafting



QR Code

*published by*  
Publisher Name  
**Visit us at Booth 10**

Quarter Page  
featured game advertorial:  
\$150

3.625 x 4.875 size  
Full color

You must supply game cover art and answer the following questions about your game.

GAME NAME:  
AGE RANGE:  
NUMBER OF PLAYERS:  
TIME TO PLAY:  
TYPE OF GAME (strategy, cooperative, family, party, trick-taking, etc.):

BRIEF DESCRIPTION OF YOUR GAME. (*approx 200 characters*)

PUBLISHER NAME

CONVENTION LOCATION:  
If you have a booth or demo table we will include that location in the advertorial.

You can also include a QR code link to your webpage.

You will be sent a final proof for review prior to printing.



# BANNER ADS

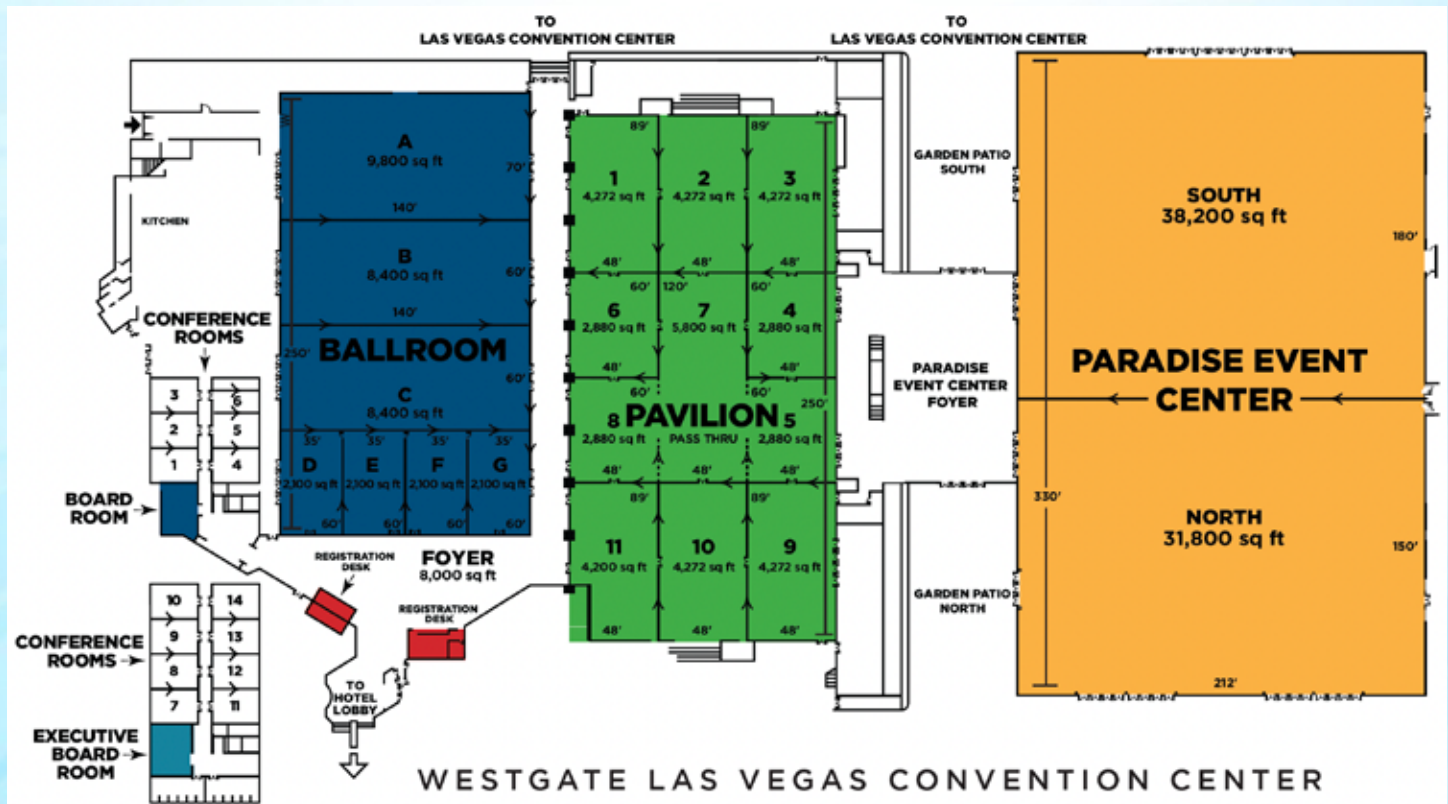
## POP-UP BANNERS

**\$300 TO \$500** PRICE DEPENDENT ON PLACEMENT  
IN THE CONVENTION SPACE

### YOU RECEIVE

- 30" x 81" POP UP BANNER placed in Convention Hall
- Includes art
- Prime spots at high traffic areas for \$500

*All placements to be determined by DTW*



# WEBSITE

## ITINERARY BUILDER

**\$100** to include the name of your business in the Itinerary Builder section of **DICETOWERWEST.COM** for the days before and after the convention

80% of our attendees travel from out-of-state and plan extra days to spend in Las Vegas

### YOU RECEIVE

- Your business name in the Itinerary Builder on our website September 2024 through July 2025
- A brief description of your business
- A link to your website
- An e-blast will be sent to our out-of-state attendees to encourage them to visit the Itinerary Builder section of the website



# Dice Tower West PROGRAM PRINT AD INSERTION

8.5 x 11, FULL COLOR, FULL BLEED PUBLICATION • 4,000 COPIES

**SPACE RESERVATION IS DUE JANUARY 10, 2025**

**PAYMENT AND FINAL ART ARE DUE FEBRUARY 1, 2025**

ART FILES ACCEPTED: PDF, JPEG, TIF (CMYK, 300 DPI)

**Send final art to [Darlene@DiceTowerWest.com](mailto:Darlene@DiceTowerWest.com)**

Invoices will be sent once space reservation is received.

*Please fill out a separate request form for each ad you want to place.*

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

## All Full Page Ads:

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

## Double Truck:

two full pages positioned across from each other in the book

specs for each page

Live Area: 7.5 x 10.5

Trim: 8.5 x 11

Full Bleed: 8.75 x 11.25

Please select your ad size:

- |  |                                  |
|--|----------------------------------|
| <input type="checkbox"/> FULL PAGE, INSIDE FRONT COVER   | <input type="checkbox"/> \$2,000 |
| <input type="checkbox"/> FULL PAGE, INSIDE BACK COVER  | <input type="checkbox"/> \$1,500 |
| <input type="checkbox"/> FULL PAGE, PREMIUM, FIRST 10 RIGHT READ PAGES   | <input type="checkbox"/> \$800   |
| <input type="checkbox"/> FULL PAGE   | <input type="checkbox"/> \$500   |
| <input type="checkbox"/> DOUBLE TRUCK, 2 FULL PAGES ACROSS   | <input type="checkbox"/> \$1,200 |
| <input type="checkbox"/> HALF PAGE, 7.5 x 4.875  | <input type="checkbox"/> \$300   |
| <input type="checkbox"/> QUARTER PAGE, 3.625 x 4.875   | <input type="checkbox"/> \$200   |
| <input type="checkbox"/> QUARTER PAGE GAME ADVERTORIAL<br><i>Please fill out the Game Advertorial ad request form.</i> | <input type="checkbox"/> \$150   |

- My ad placement is included with a sponsorship package.
- I am opting to use my sponsorship ad credit of \$ \_\_\_\_\_ towards this ad placement
- I understand that all art submitted must be free of copyright or trademark infringement. I confirm I have permission from the owner of the assets to utilize the art and/or logos used to create my ad.

Signed \_\_\_\_\_ Date \_\_\_\_\_

[dicetowerwest.com](http://dicetowerwest.com)

