



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



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"

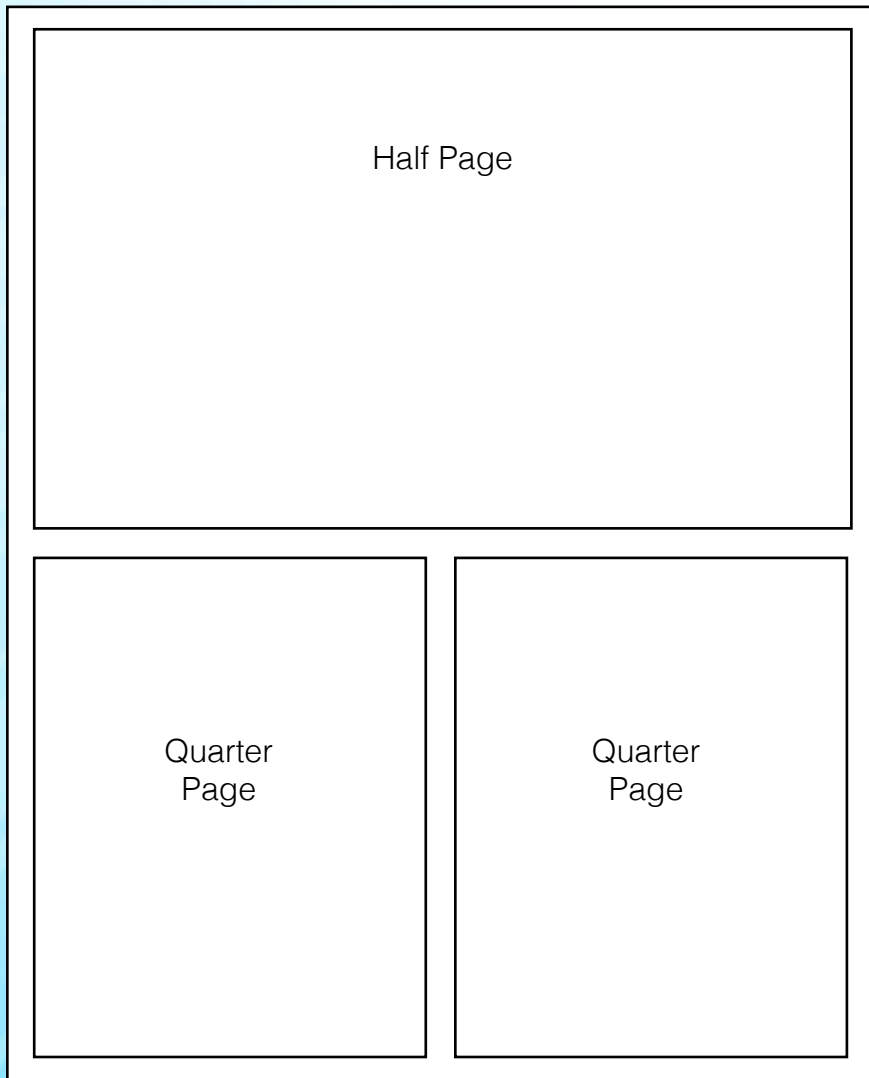
4,000

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



PROGRAM

Advertorial Game Ads

FULL COLOR, ACTUAL SIZE BELOW

Perfect for crowdfunding campaigns.

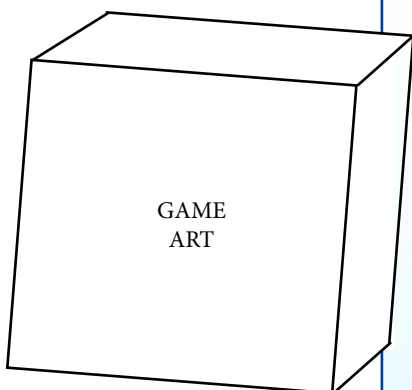
You must supply game cover art.

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.



PROGRAM

SECTIONS

Ad Placement

PROGRAM SECTIONS: Let us know the section you prefer for your ad placement.

Cover

Inside Front Cover Ad

Premiere Placement

(the first 10 right read pages in the book)

Welcome from Tom

Main Sponsors Logo Page

Table of Contents

How to Use the App

Exhibitors

Library

Hot Games

Play to Win Games

Shows / Panels

Mini Events

Flea Market

PrototypeCon

Paint & Take

WSBG - World Series of Board Gaming

Competitions

Food

The Demo Zone

Game Editorial Ads (1/4 page)

Rules & Policies

DTW Team

Thank You letter

Demo Zone Map

Exhibitor Hall Map

Map of Convention Center

Inside Back Cover (left read) Ad

Inside Back Cover (right read) Ad

Ad – Back Cover (program sponsor)



BANNER ADS

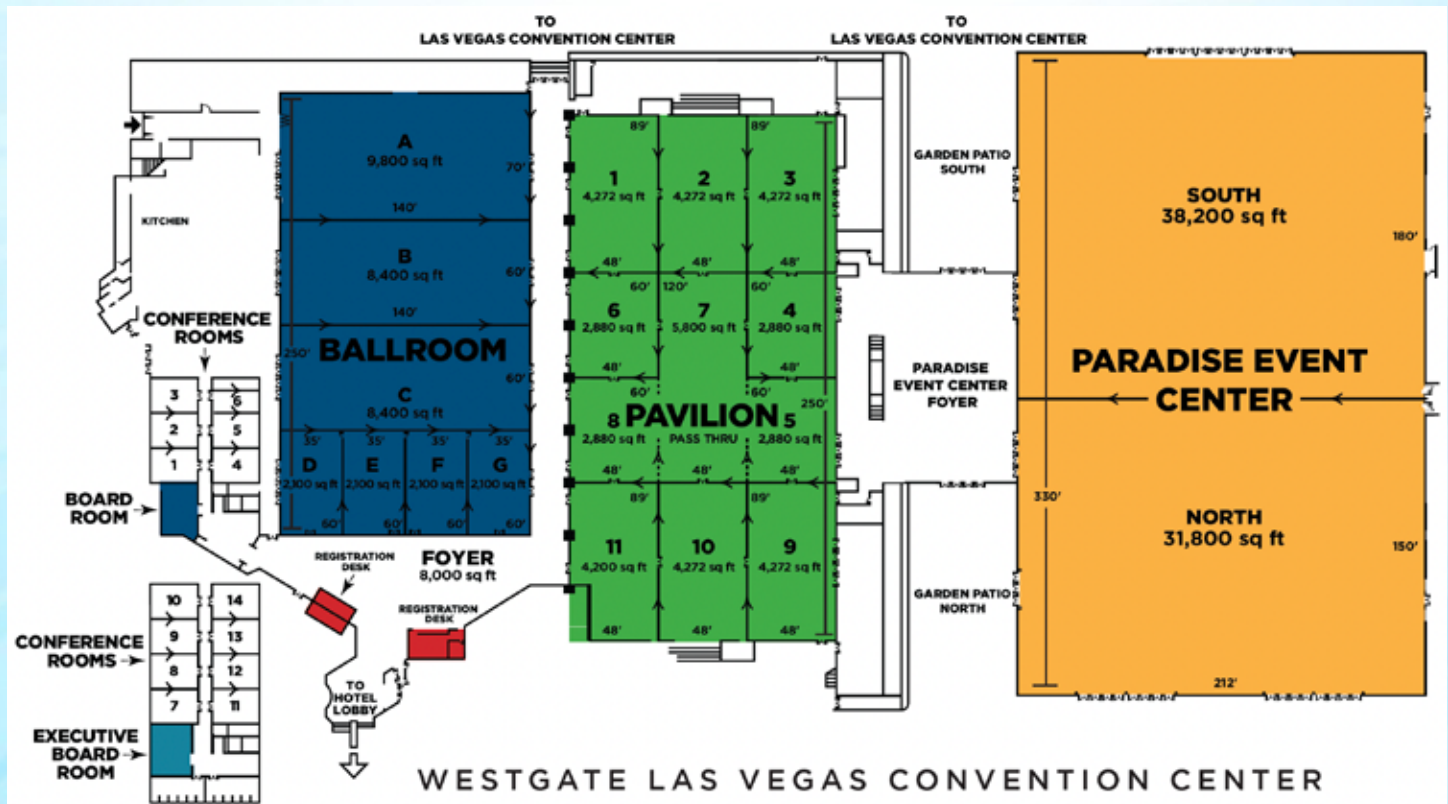
POP-UP BANNERS

\$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 October 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

