Serving Those Who Create, Use and Implement Game-Based Learning Programs

For more information on advertising, conference exhibiting or sponsorships contact
Sue Bohle, Executive Director, Serious Play Conference (310) 721 9083 | sue@seriousplayconf.com
Serious Play Wire

Serious Play Wire was founded to serve the serious game Industry. Our goal is to deliver the latest news and information to those who implement game-based play in training, simulations or education or who provide knowledge, consulting services, products or solutions. Check the newsletter for the latest announcements. We will cover products, platforms, technology and software as well as announcements about people, publishers, college degree programs and analyst reports.

On the site, we will stream the latest information and also archive the news of specific markets: Military/Government, Healthcare, Business, Higher Education and PreK - K-12.

Advertise here to promote your products, solutions or services to more than 75,000 members of the game-based, experiential learning community. We offer a variety of sizes and placement options for publication ads, custom blasts and personalized, multi-dimensional programs including social media support and registration, exhibiting and sponsorship of the Serious Play Conference.

Serious Play Wire offers high levels of engagement and net open rates. Our supporters enjoy great levels of reaction, interaction and comment on both press releases and advertisements.

Look for Order Forms for Release distribution and Advertising at the end of the Media Kit.

For more info on press release & news distribution, content syndication or custom email blasts contact Kyle Taylor, Managing Editor, Serious Play Wire (407) 739-2538 or releases@seriousplaywire.com.
Newsletter Audience

Serious Play Wire is delivered by email to corporate learning officers and professional training staffs; government, military and healthcare training professionals; leadership and business training consultancies; medical, nursing and pharmaceutical school faculty; instructional designers in any industry; game developers; higher ed faculty; PreK and K12 ed tech teachers, school administrators and curriculum designers; students interested in a career in the serious games industry; and VCs and principals of investment firms.

In addition, audiences looking for information on any aspect of game-based learning, simulations, training or education using serious games are directed by our SEO to our website, www.seriousplaywire.com where they can again search and find information in our current, archived content or directory of products.
Press Releases

Send us your news. We are the only service where industry professionals, investors, contractors, faculty and students can find today’s news about the whole serious games industry and an archive of news for each major market for serious games. Reach an audience that opts in and is served by no other single news source.

In addition to distributing your Press Releases, we can be your Digital Marketing Partner. With our extended reach Web, Email and Social Media platforms, we can leverage your industry content marketing campaigns and promote blog posts, articles, infographics, videos and podcasts to our readers with our value-added Content Syndication Services.

Recent statistics show a high correlation between those companies successful on social media networks, such as Facebook, Twitter, and YouTube also have success in Google indexing. Preferred Partner content submitted to the Golf Wire will automatically be extended through social posts and shares from our Facebook and Twitter feeds.

The Serious Play Wire’s Content Syndication offers PR agencies and marketing teams an expanded set of digital distribution services that boost your brands:

**SEO Backlinks** – Our powerful ‘dofollow’ links to your website pass on the search engine optimization (SEO) from your press release to your brand’s homepage. Back or hyperlinks are an essential part of SEO process. They help search bots crawl your site and work to get your content ranked correctly.

**Google News Indexing** – Serious Play Wire’s content is indexed by Google News. Google News is a second search portal for news where Google aggregates headlines, short text snippets and thumbnail pictures linked to the original articles on news organizations’ websites. This means that your content will be eligible through the specific indexing of your articles pushed to the Google News as well as general search indexing.

**Social Share** – Boost engagement and consumer interactions with Serious Play Wire’s social media services. Social media networking has transformed the Internet, with Facebook, Twitter, Instagram and YouTube helping to determine the relevance of your content, websites and blog posts.

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For more information on press release syndication and content marketing contact

Kyle Taylor, Editor, Serious Play Wire (407) 739-2538 or kyle@seriousplaywire.com
Custom Marketing Campaigns

In addition to utilizing Serious Play Wire for your announcements, you can reach our readers or a defined audience of your choosing with a Custom Direct Email Marketing Campaign.

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Advertising

Promote your product, platform, solution or consulting service with advertising that goes direct to the personal email of our contact list. Purchase single edition or multiple frequency packages. Choose the industry news home page or use on specialty sections for each market: Government/Military, Healthcare, Business, Higher Education, PreK-K12 or Instructional Designer/Game Designer.

See the Advertising Section for the ad sizes we offer and choose a package that maximizes your budget and exposure plan.
Press Release Distribution

Think of Serious Play Wire as your press release, social media and marketing partner.

Single Press Releases

Post your news item, company information or promotion in the Serious Play Wire newsletter, which is distributed to our complete contact list. Your headline and first 50-60 words run in that issue of the newsletter with a link to the full release. (Maximize your exposure in the newsletter by keeping the headline to 8-10 words and making your lead paragraph under 55 words.)

Customers clicking through to the site or reaching www.seriousplaywire.com from Google indexing will be able to see news releases for the most current issue on the home page and also archived in the specific market track you specify when you order.

In addition to reaching our full contact list with your headline and news summary highlighted in that newsletter issue, you receive the additional benefit of our value content syndication services. That includes:

• A Link from the newsletter to a Landing Page where readers can see your full release - alone or purchase an adv to run across from the release both in the newsletter. If you purchase an adv, it will remain across from your news release in the archive market for a month.

Your press release can have:
• Up to 2 images

We will also add:
• SEO Keyword Back Links
• Google News Indexing
• Branded Links = 2 nofollow

We go even further. If you have a video package, we will schedule it to go out with your release.

We can also promote special podcasts or blog entries with an image or link, do social media promotion for your announcement, add artwork or an infograph and handle other multimedia content requests.

Cost for a Single Press release: $200 (all syndication services provided)
Custom Email Marketing Campaigns

Reach Your Market with a Personalized flyer that lets you target professionals in specific market categories important to your strategy.

Outbound, dedicated client e-blast campaigns are delivered as sponsored content from Serious Play Wire. Choose from our B2B house list of military/government and/or industry training professionals, instructional designers, faculty or K12 teachers

Mail List Options: $50/1,000 emails, available by track

Creative Services

Take the power of Serious Play Wire and focus it on your brand. New creative services offer select clients specific consultation and production services for websites, graphic design, SEO management, content & press release writing, email marketing and video production. Schedule a complimentary, no obligation discovery call to review your needs more specifically.

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ADVERTISING:

Serious Play Wire Offers a variety of options for ads. Fixed pixel sizes for our standard ads are listed below. We also accept aspect ratio-based ad units that adjust to screen size.

**LEADERBOARD HEADER**

A single advertiser per issue receives this high-value placement slot at the top of a newsletter issue featuring a linked image as well as a companion ad on the Serious Play Wire website homepage in the market section of your choice.

SPECS: 728px by 90px gif, jpg or png

<table>
<thead>
<tr>
<th></th>
<th>Single Issue Cost</th>
<th>3 Issue Cost</th>
<th>10 Issue Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$ 600</td>
<td>$ 1,500</td>
<td>$ 5,000</td>
</tr>
</tbody>
</table>

**VERTICAL SIDEBAR**

Multiple advertisers will be featured via these highly visible sidebar placements. Each advertisement goes out in the newsletter issue purchased. You will also have a companion ad on our website’s homepage for one month.

SPECS: 150px by 300px gif, jpg or png

<table>
<thead>
<tr>
<th></th>
<th>Single Issue Cost</th>
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<tbody>
<tr>
<td>Sidebar</td>
<td>$ 300</td>
<td>$ 750</td>
<td>$ 2,500</td>
</tr>
</tbody>
</table>

**HORIZONTAL BANNER**

Serious Play Wire offers a limited number of inline banner advertising spots. This slot sits amongst our featured content and is marked as sponsored. It attracts the highest engagement levels of all our formats and features a linked image to the ad on our website’s homepage for the day and then will go into the track archive, where it will remain for one month.

SPECS: 600px by 300px gif, jpg or png

<table>
<thead>
<tr>
<th></th>
<th>Single Issue Cost</th>
<th>3 Issue Cost</th>
<th>10 Issue Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>$ 400</td>
<td>$ 1,000</td>
<td>$ 3,000</td>
</tr>
</tbody>
</table>

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**MARKET SECTION/SPONSOR HEADER**

Be featured at the top of the news in your choice of market category. A single advertiser receives this high-value placement slot. The Market Section/Sponsor adv will be posted for a month on the site.

Advertisers can also choose to be a Section Header over “Trending News,” a special Friday section featuring a roundup of the hottest news for the week, or over “Industry Jobs,” both “must read” sections.

SPECS: 728px by 90px gif, jpg or png

<table>
<thead>
<tr>
<th>Single Issue Cost:</th>
<th>$500</th>
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<tr>
<td>3 Issue Cost:</td>
<td>$1,200</td>
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<tr>
<td>10 Issue Cost</td>
<td>$3,500</td>
</tr>
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</table>

**SQUARE BANNER**

A smaller banner (nearly square) is also available.

SPECS: 300 px by 250 px gif, jpg or png

<table>
<thead>
<tr>
<th>Single Issue Cost:</th>
<th>$250</th>
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<tr>
<td>3 Issue Cost:</td>
<td>$600</td>
</tr>
<tr>
<td>10 Issue Cost</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**HOMEPAGE TAKEOVER**

Takeover Serious Play Wire for an issue. An advertiser can dominate the newsletter sent to our entire list of contacts and re-skin our homepage and dominate all ad units. Great for product and platform launches, major news, company promotions.

<table>
<thead>
<tr>
<th>Single Issue Cost:</th>
<th>$1,500</th>
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<tbody>
<tr>
<td>3 Issue Cost:</td>
<td>$3,500</td>
</tr>
<tr>
<td>10 Issue Cost</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

**CLASSIFIED ADS**

- List open positions in your company or academic institution in our Jobs section. They will be entered in the order they are received (latest first) in each of four sections:
  - Academic Positions
  - Technical Staff
  - Marketing/PR
  - Business Dev/Sales
  - Internships

Classified ads will run for 2 months, unless you ask us to take them down.

Cost: $200 each

**EVENTS**

List your events, webinars, speaking opps or other promotions in our Events section. These will run up to the date of the event.

Cost: $200 each
Multi-Dimensional Marketing Programs

We can also create multi-dimensional programs involving PR, SEO, Advertising, Email Flyers, Serious Play Conference Registrations, Exhibits and Sponsorship elements. Single elements can be purchased by going to the link in each section. Custom packages involving Serious Play Wire advertising, conference registrations, exhibit tables and or sponsorships can be worked out with the director of Serious Play Conference.

CONFERENCE SPONSORS & EXHIBITORS

Premier Conference Sponsor $30,000

Premier Sponsor receives:
- Identification with logo as Main Event Sponsor on website, program, newsletter
- Welcoming host, introduced to all attendees at opening session
- Three Exhibition tables in primary areas
- Full page advertisement in conference program
- Up to 10 conference passes

LEADERBOARD HEADER in Newsletter (rotating) from signing to Conference and HOMEPAGE TAKEOVER in issue for Conference issue

Platinum Sponsor $15,000

Choice of:
- Sponsor Opening Night Onsite or Offsite Reception, or
- Sponsor of Game Night, or
- Sponsor of recording of sessions for post conf streaming (with branding)

Platinum Sponsor also receives:
- Recognition with logo on SPC website, event signage and program
- Two exhibition tables in multiple areas
- One (1) speaker or welcome opp
- Up to 5 conference registration passes

HORIZONTAL BANNER and MARKET SECTION BANNER in Serious Play Wire newsletter 8 x during 6 months before conference

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### Gold Sponsor $10,000

Choice of:
- Brand conference mobile app, or
- Sponsor Game Night, or
- Sponsor of lunch on one day, or
- Supply rolling travel briefcase or suitcase with your logo (must supply product), or
- Brand conference lanyards with your logo, or
- Sponsor adult beverages for Game Night

Gold Sponsor also receives:
- Sponsor recognition on website, in program and on poster
- 3-day conference passes
- Two exhibition tables
- One (1) half-page ad in program
- Horizontal Banner in Serious Play Wire newsletter 6 x for 3 months leading into conference

### Silver Sponsor $5,000

Choice of:
- Sponsor of non-alcoholic beverages for Game Night, or
- Supply attendee bags with your logo, or
- Providing a handy notebook for attendees with your branding

Silver Sponsor also receives:
- Sponsor recognition on website, in program and on poster
- Two (2) conference passes
- Company name on easel
- Vertical Sidebar Banner in Serious Play Wire newsletter 3 x during 3 months leading into conference

### Bronze Sponsor $2,500

Choice of:
- Morning water/soda sponsor
- Afternoon water/soda sponsor
- Morning coffee sponsor
- Afternoon coffee sponsor
- Supply break cookies or other treat

Bronze Sponsor also receives:
- Sponsor recognition on SPC website and program
- Sign on conference easel
- One (1) main conference pass
- Square Banner in Serious Play Wire newsletter 3 x during 3 months leading into conference

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**FIND MORE CONFERENCE DETAILS HERE**

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Exhibitor Opportunities

Serious Play Conference exhibitors include game, simulation and book publishers, platform developers, tool providers, consultants, economic development agencies and universities.

Exhibitor Tables

Tables are black draped with 2 chairs for each table and access to electrical outlets. Literature and one standalone sign to go on the table is allowed. Nothing can be attached to the corridor wall or ceiling. Any variance must be approved ahead of show.

Click here to exhibit at Serious Play Conference.

12-foot Table $2,500, includes two VERTICAL SIDEBAR BANNERs in Serious Play Wire newsletter during 3 months before Conference

6-foot Table $1,500, includes one VERTICAL SIDEBAR BANNER in Serious Play newsletter during 3 months before Conference

Private Conference Presentation

Exhibitors that would like to make a private presentation on their technology, products or services can request to do so on a first come, first served basis, as rooms are limited.

Click here to apply for a room for a private tech demonstration at Serious Play Conference.

Presentation $1,000 plus price of Exhibit Table

Game Arcade

An area where studios can exhibit games and get input from Attendees.

Studios Under 10 Employees: Demo single game on 6 ft. table $600

Large Studios: Demo 1-2 games on 6 ft. table $1,200

Publishers: Demo 4-8 games or display products or books on 12 ft. table $2,000

Click here to reserve a table in the Game Arcade at Serious Play Conference.

* The Publisher reserves the right three times a year to temporarily suspend booked advertising.