



Advertising Rates

www.gameindustry.com

BANNER ADS

GiN has a number of full size 468x60 front page spots for banner ads as well as the ability to put your ad with a specific review or feature. Discounts are given for multiple month programs, as below.

Number of Months	Monthly Cost
One	\$3,000
Three	\$2,500
Six	\$2,000
Twelve	\$1,800

SKYSCRAPERS

Skyscrapers are huge 120x600 ads that align along the left or right of the front page. They can contain movies or rotating graphics, and really help to grab reader's attention. There is almost never more than two skyscrapers on GiN's front page at any one time, making yours pop out even more. As with Banners, discounts are given for multiple month programs.

Number of Months	Monthly Cost
One	\$5,000
Three	\$4,000
Six	\$3,500
Twelve	\$2,500

THE GiN LOUNGE (podcast show)

Sponsorships are available for our wildly popular podcast show The GiN Lounge. You can either specify text for the host to read during the show, or can tape your own 30 second audio commercial which will be played during the episode. Of course, we offer multi-show discounts.

Number of Shows	Cost Per Show
One	\$1,000
Three	\$900
Six	\$750

BUTTON ADS

Button ads are placed on the front page and are an economical way to get your message across. They are 120 x 90 size. As with all our programs, multi-month discounts are happily given.

Number of Months	Monthly Cost
One	\$1,000
Three	\$900
Six	\$800
Twelve	\$750

NEWSLETTER SPONSORSHIP

The free weekly GiN newsletter goes out each weekend to thousands of subscribers. People who take the newsletter are both business professionals working in the industry and consumers who love games. You can place a text ad of up to 100 words in the newsletter, and even be named as the weekly sponsor.

Number of Weeks	Weekly Cost
One	\$1,000
Two	\$800
Three	\$700
Four	\$500
(special three month rate)	\$250

SPECIAL RATES

Game Industry News often runs specials at different times of the year such as the holiday buying season, during the E3 trade show, the GiN Game of the Year Awards and other occasions. Contact John Breeden at editor@gameindustry.com or 703-891-8501 to inquire about ongoing or upcoming special pricing.

CONTENT SHARING AND REPRINTS

GiN has a robust program where other print or online magazines can share our award-winning reviews or features. Reprints of articles as well as nearly full content sharing is available. If you are looking to beef up your own publication, we can help. Contact John Breeden at editor@gameindustry.com or 703-891-8501 if you would like to syndicate our award-winning reviews and news.