What is Casual Game Revolution?

Casual Game Revolution is a media company that aims to reach the most targeted audience of casual board game enthusiasts anywhere. We are passionate about party games and casual games — quick, fun, accessible games that offer interesting choices and light strategy. We publish Casual Game Insider, a quarterly magazine with print and digital editions that contains news, reviews, and many interesting articles for casual gamers. We also run a popular website and blog where we share exclusive articles and reviews, weekly gaming news, and more.

Casual Game Insider (CGI)

CGR Website / Blog

Our Distributors

- Thousands of subscribers
- Sold at 300+ magazine retailers (Barnes & Noble, Books-A-Million)
- Sent to 2,500 board game stores
- Hundreds of copies distributed at Gen Con, BGG.CON, and Dice Tower Con

- 15,000+ unique monthly visitors
- 130,000+ monthly page views
- Exclusive articles and reviews, weekly news, giveaways, etc.

Submissions

If you'd like to submit an article of general interest, please send a query with a proposed topic to editor@CasualGameRevolution.com. For more information, see our article submission policy.

To submit your casual games for evaluation and possible review, see our game review policy.

Contact Us

Casual Game Revolution
18521 E Queen Creek Rd
Suite 105-321
Queen Creek, AZ 85142

(520) 344-0095
sales@CasualGameRevolution.com
## Cover Ads (Print)

### Front Cover and Cover Story
![Cover Ads](image)

Show off your company in *Casual Game Insider* and on the Casual Game Revolution website to achieve greater brand recognition and loyalty!

Sponsorship includes a company logo, 30-word bio, and website URL printed near the front of *Casual Game Insider*. Also, the logo is included in our website header (rotated with other sponsors).

## Interior Ads (Print)

Choose from many different interior ad formats for *Casual Game Insider*, all of which offer a valuable way to catch the attention of our readers.

<table>
<thead>
<tr>
<th>2 Page Spread</th>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="2 Page Spread" /></td>
<td><img src="image" alt="Full Page" /></td>
<td><img src="image" alt="Half Page" /></td>
</tr>
</tbody>
</table>

(placed at our discretion within the content of the magazine)

## Sponsor Listings (Print & Online)

Show off your company in *Casual Game Insider* and on the Casual Game Revolution website to achieve greater brand recognition and loyalty!

Sponsorship includes a company logo, 30-word bio, and website URL printed near the front of *Casual Game Insider*. Also, the logo is included in our website header (rotated with other sponsors).

## Online Ads

Drive engagement online with giveaway contests, Kickstarter previews, banner ads, and more.

<table>
<thead>
<tr>
<th>Main Banner - 970 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Main Banner" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sidebar 235 x 235</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Sidebar" /></td>
</tr>
</tbody>
</table>

## NEW! Direct Mail Campaigns

Sometimes, you just need to reach retailers directly. Whether you’re promoting a new release, your back catalog, or clearance sales, we can help.

Send a postcard ad to up to 3,400 verified U.S. game stores for only $0.50 per postcard (printed and shipped) plus a small setup fee. Full color, UV gloss coated.
### Rate Card: Print Ads

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Price*</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Ad &amp; Cover Story</td>
<td>$3,000</td>
<td>8.5&quot; x 11&quot;, 11&quot; x 17&quot;, 500 Words</td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>$1,600</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Inside Cover Ad (Front or Back)</td>
<td>$1,000</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>$1,000</td>
<td>11&quot; x 17&quot;</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$600</td>
<td>8.5&quot; x 17&quot;</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$400</td>
<td>8.5&quot; x 5.5&quot; (h) or 4&quot; x 11&quot; (v)</td>
</tr>
<tr>
<td>1-Year Sponsor Listing (Print and Online)</td>
<td>$400</td>
<td>Variable Size, 30 Words</td>
</tr>
</tbody>
</table>

**NEW! Direct Mail Campaign (up to 3,400 Game Stores)**

Price: $200 + $0.50 per postcard
Trim Size: 6" x 4" Postcard

* Are you a small or upstart publisher of 5 or fewer games? You may qualify for a discount! Please contact us.

**Issue Material/Payment Due Approx. Release Date**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material/Payment Due</th>
<th>Approx. Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter (January – March)</td>
<td>November 1</td>
<td>January 7</td>
</tr>
<tr>
<td>Spring (April – June)</td>
<td>February 1</td>
<td>April 7</td>
</tr>
<tr>
<td>Summer (July – September)</td>
<td>May 1</td>
<td>July 7</td>
</tr>
<tr>
<td>Fall (October – December)</td>
<td>August 1</td>
<td>October 7</td>
</tr>
</tbody>
</table>

**Details**

- Contact us for ad availability and file delivery instructions.
- CGI ads should be directed to the end consumer, with limited promotional or contact information for retail stores permitted.
- We accept the following file formats (CMYK color mode recommended): PDF, JPG, TIF, Photoshop, Illustrator (CS6 compatible).
- Ads must be flattened to ensure proper printing.
- Ads must have a 1/8 (0.125) inch bleed on all sides, **no crop marks**.
- All images must be 300 DPI or higher.
- Ad rates are subject to change at any time. We reserve the right to refuse an ad for any reason.
- Deadlines are absolute. Ads materials that are not received on or before the deadline will be forfeited, with no refunds provided.

### Rate Card: Online Ads

**Ad Rates**

- Kickstarter previews require a game prototype shipped to us. Prototypes may be returned upon request and at the advertiser's expense.
- For up-to-date website traffic statistics, please contact us.
- Pay-Per-Click (PPC) and Pay-Per-Impression (PPM) campaigns are also available upon request. Please contact us for details.
- Ad rates are subject to change at any time and without prior notice.
- We reserve the right to refuse an ad for any reason.
- We accept the following file formats (in RGB color mode): PNG, JPG, GIF
- Ad spots are not necessarily exclusive; ads that are reserved for the same spot will be rotated through automatically.

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Price*</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW! Giveaway Contest (1 Month)</strong> Basic Entry: Visit a Page + Add-ons: Newsletter Signup, Viral Share, Social Media Follow, Retweet, Watch a Video, Comment, Answer a Question, Poll/Vote, Custom/Other</td>
<td>$200 + $25 per entry add-on</td>
<td>1280 x 720 pixels</td>
</tr>
<tr>
<td><strong>NEW! Email Newsletter Ad</strong></td>
<td>$100</td>
<td>640 x 360 pixels, 15 words</td>
</tr>
<tr>
<td>Kickstarter Preview w/ FREE Banner and Sidebar Ads</td>
<td>$200</td>
<td>(see sizes below)</td>
</tr>
<tr>
<td>Banner Ad (1 Month)</td>
<td>$75</td>
<td>970 x 90 pixels</td>
</tr>
<tr>
<td>Sidebar Ad (1 Month)</td>
<td>$50</td>
<td>235 x 235 pixels</td>
</tr>
<tr>
<td>1-Year Sponsor Listing (Online only)</td>
<td>$100</td>
<td>Logo: 100 x 75 pixels</td>
</tr>
<tr>
<td>Sponsored Article (Online, Published for 1 Year)</td>
<td>$100</td>
<td>Up to 1,000 words</td>
</tr>
</tbody>
</table>
## Advertiser Information

| Company: | ____________________________ |
| Address: | ____________________________ |
| City/State/ZIP: | ____________________________ |
| Phone: | ____________________________ |
| Fax: | ____________________________ |
| Email: | ____________________________ |

## Ad Types and Positions

- Front Cover Ad & Cover Story
- Back Cover Ad
- 2 Page Spread
- Inside Front Cover Ad
- Inside Back Cover Ad
- Sponsor Listing
- Full Page Ad
- Half Page Ad (horizontal)
- Half Page Ad (vertical)
- Other: ____________________________

*First-time advertisers qualify for a $100 discount! (One time only)*

- Rate Per Issue: ____________________________
- Number of Issues: ____________________________
- Starting Issue: ____________________________
- Discount: ____________________________
- Terms: ____________________________
- Total Due: ____________________________

## Agreement

This contract is an agreement to place advertising in *Casual Game Insider* magazine. By signing this contract, the Advertiser hereby agrees to the following terms:

1. Advertiser agrees to supply to Casual Game Revolution (the Publisher) all elements of the advertising to be published, including properly formatted files, by the deadline indicated.
2. No cancellations are allowed after the deadlines indicated in the *Casual Game Insider* Media Kit. If materials are not delivered on time or a reservation is cancelled after the material deadline, the ad space will be forfeited and the advertiser will be billed.
3. Publisher reserves the right to place the word "ADVERTISEMENT" or "SPONSORED" on any material the Publisher believes to resemble or to be confusingly similar to the publication's editorial or article format.
4. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Publisher will not proofread or edit materials submitted by Advertiser.
5. Publisher shall not be liable for any consequential damages of any kind if for some reason the advertisement is published incorrectly. Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, color mode, line screen, etc.

Advertiser Signature: ____________________________

Full Name: ____________________________

Sales Rep: ____________________________

Date: ____________________________

Title: ____________________________

Please sign this agreement and return to us by email or postal mail at the address listed below. We will then provide an invoice and further information within 1-2 business days. For ad availability, please contact us before signing.

Casual Game Revolution
18521 E Queen Creek Rd
Suite 105-321
Queen Creek, AZ 85142

sales@CasualGameRevolution.com
(520) 344-0095