



CONVENTIONS • TV SHOWS • MOVIES

# MEDIA KIT

---

2020



Established in 2015  
By Alexandre and France

## Roster Con is:

**A resource devoted to conventions** related to series, films, anime, comics, whether they take place in France, Europe or anywhere else in the world. The strength of the website? Its comprehensive search engine which allows you to find events sorted by series or movie, location and celebrity. The Roster Con team covers a large number of French events (reports, photos) and has established partnerships with the main French convention companies.

**An online magazine** featuring news on series, movies, literature, travel, music, video games...

**A community** with 3,500 subscribers, comments, reviews, photo sharing.



publicite@rostercon.com  
www.rostercon.com

## A few figures



**150K to 200K**  
visitors/month



**400K to 700K**  
page views/month



**+ 4 000**  
SUBSCRIBERS



**+ 7 500**  
SUBSCRIBERS



**+ 5 000**  
SUBSCRIBERS



**+ 4 000**  
listed  
events

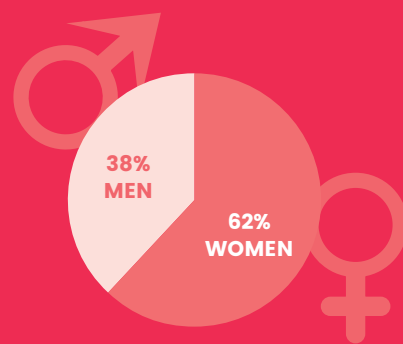
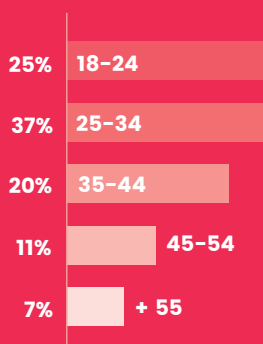


**+ 14 500**  
listed  
celebrities

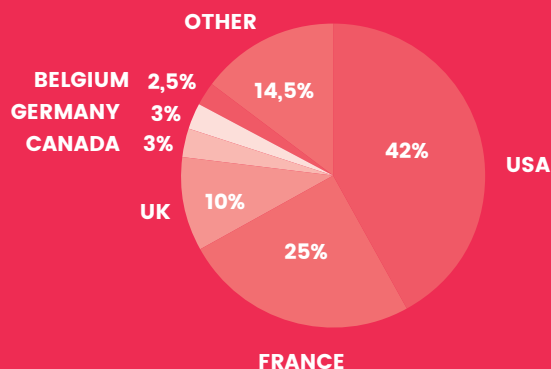


**+ 13 000**  
listed series,  
movies...

## Roster Con's visitor profile:



**LIKES MOVIES, SERIES, BOOKS AND COMICS, MUSIC, TRAVEL, THEATRE, VIDEO GAMES**



**72%**  
SMARTPHONE



**24%**  
DESKTOP



**4%**  
TABLET

# Presentation of the offers

Roster Con offers you a wide range of advertising offers or content that will best correspond to your target and your needs.



## Display

### BACKGROUND AD:

publication of your background ad on the entire site.

- 500€** (1 week) | **1 750€** (1 month)
- 750€** (1 week) | **2 750€** (1 month)
- 1 125€** (1 week) | **4 050€** (1 month)



### HEADER / FOOTER PACK:

publication of your ads on each page of the site in the billboard/leaderboard spots in the header and the footer.

- 175€** (1 week) | **650€** (1 month)
- 300€** (1 week) | **1 150€** (1 month)
- 427€** (1 week) | **1 620€** (1 month)



### BLOCK PACK

#### SKYSCRAPER - WIDE ANGLE:

publication of your ads on all block, skyscraper and wide angle formats of the site.

- 300€** (1 week) | **1 150€** (1 month)
- 600€** (1 week) | **2 200€** (1 month)
- 810€** (1 week) | **3 015€** (1 month)



### «IN» PACK:

publication of your ads between search results (x1 per page), between the paragraphs of the articles (x1 minimum) and between the photos of the galleries 'actors', 'events', 'series' and 'companies' (x2 minimum).

- 400€** (1 month) | **630€** (1 month)
- 300€** (1 month)



### FULL SITE PACK:

publication of your ads on all available display sites (skin, header, footer, skyscraper, in-text, in-search).

- 950€** (1 week) | **3 400€** (1 month)
- 1 500€** (1 week) | **5 800€** (1 month)
- 2 205€** (1 week) | **8 280€** (1 month)



Prices are for exclusive publication. For a publication with frequency capping, please contact us.

## Content

If you are interested in **contests** or **advertorials**, please feel free to contact us.

desktop

phone



Sample of the placement on an «article» page.

ARE YOU A CONVENTION COMPANY? AN EXCLUSIVE OFFER IS RESERVED FOR YOU ON THE FOLLOWING PAGE

## SPECIAL OFFERS FOR "CONVENTION COMPANIES"

Are you a convention company? Roster Con offers you a full range of services in order to help you put your events in the spotlight.

### Display

# -10%

ARE APPLICABLE TO ALL DISPLAY OFFERS PRESENTED ON THE PREVIOUS PAGE.

### Post

#### NEWS PACK

Articles featured on the homepage, magazine categories, page about the event and any related celebrities and series if they are available on the site.

#### 3 NEWS PACK

 250€  
 400€  
 585€

#### 5 NEWS PACK

 400€  
 650€  
 945€

#### 10 NEWS PACK

 800€  
 1 200€  
 1 800€

### Sponsorship

#### EVENT PAGE SPONSORSHIP:

##### • ON THE RESULTS PAGES

The event appears at the top of the search results in an area dedicated to the sponsorship of celebrities, series and venues up until the event is held.

##### • ON THE SERIES / LOCATIONS / CELEBRITIES PAGES

The event is featured in an area dedicated to sponsorships and highlighted up until the date of the event.

 150€    300€    405€

#### EVENT POST SPONSORSHIP ON SOCIAL NETWORKS:

- Post pinned for a week on all the different networks.
- Mention of the sponsorship.



  250€

#### SPONSORED POST:

- An article written by the organizer of the event. Submitted for validation before its inclusion in order to ensure compliance with Roster Con's editorial charter.
- Featured on the homepage for 1 week,
- Featured on the event's page until the end date of the event.
- Featured on the series and associated celebrities' pages for 1 month on their respective pages.
- Featured on the magazine for a week.
- Linked to our social networks.
- Mention of the sponsorship.

 400€    600€    900€

#### A FULL SPONSORING PACK IS AVAILABLE:

EVENT PAGE SPONSORSHIP  
+  
EVENT POST SPONSORSHIP ON SOCIAL NETWORKS  
+  
SPONSORED POST

 600€    1 000€  
 1 440€



*Contact us*

**[publicite@rostercon.com](mailto:publicite@rostercon.com)**

[www.rostercon.com](http://www.rostercon.com)

