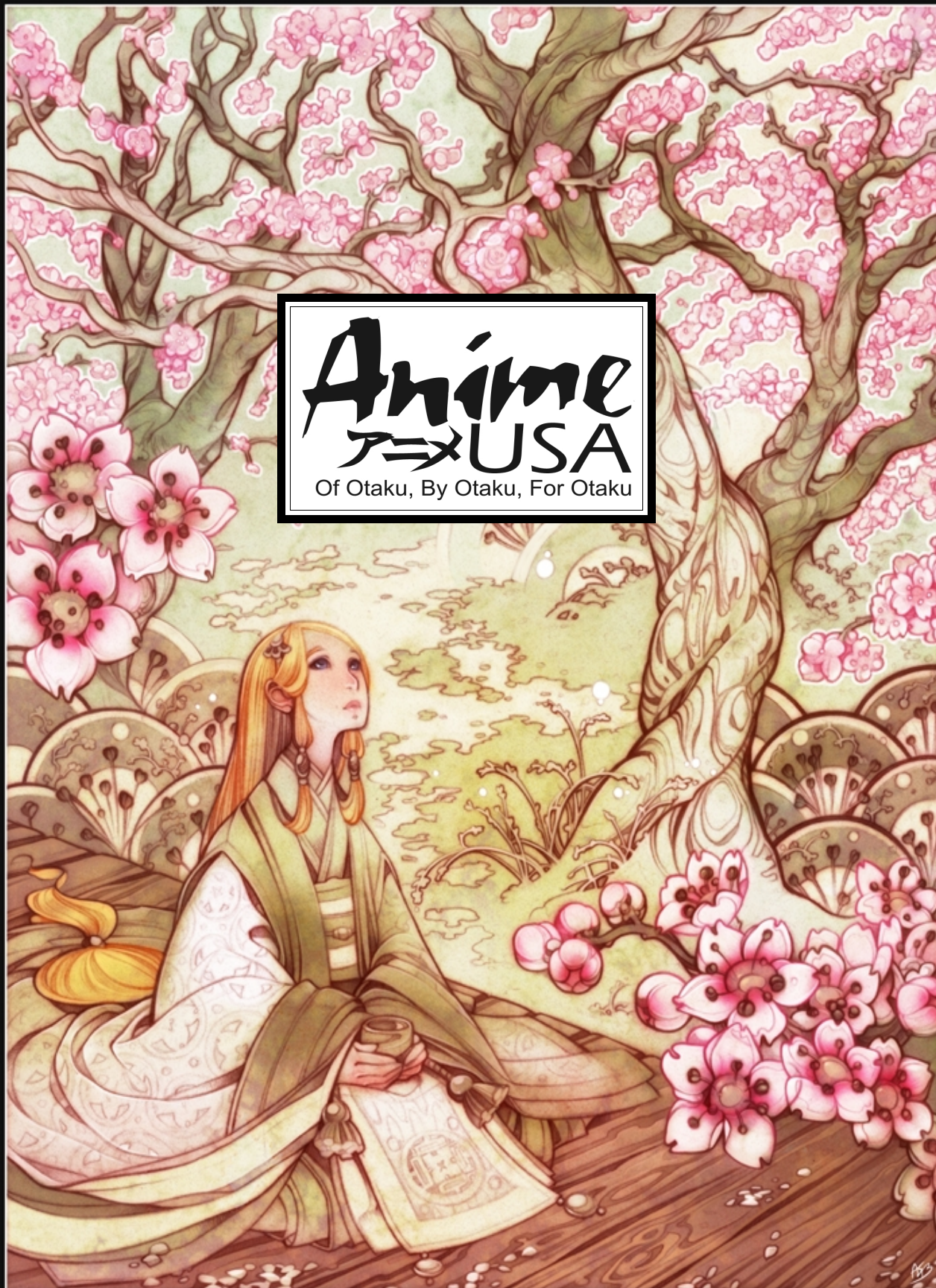


Anime アニメ USA

Of Otaku, By Otaku, For Otaku



Welcome to Anime USA

If you're seeking to expand the scope of your organization's marketing efforts, let Anime USA provide you with an opportunity to reach an audience of thousands.

Whether you're a small organization wishing to expand or a large organization hoping to attract a new, unique demographic, there is sure to be an opportunity to fit your needs.

About Anime USA

In 1999 Anime USA began as a Northern Virginia convention started by fans, and in 2004 became a non-profit educational organization. Our mission is to educate the public about and promote Japanese arts and popular culture. As in the beginning, we remain a convention of fans, by fans, and for fans.

Attendance

Anime USA has enjoyed steady growth since its inception. Since 1999, we've grown 18 times our original size! Our convention history has been punctuated by three hotel moves as we have continued to grow in size, from the Crowne Plaza, to the Sheraton Premier, the Hyatt in Crystal City and now the Marriott Wardman Park. In the last three Anime USA's attendance has averaged a total of 4,200 attendees.

Who attends Anime USA ?

Anime USA is a convention of fans of Japanese arts and popular culture, including (but not limited to) anime, manga, video games, and art.



Demographics

The demographic breakdown by age shows the vast majority of attendees are under 30 (85.6%), with 45.2% being between 20 and 30 years old, and 40.4% being between 10 and 20 years old. Most attendees reside in the DC Metro area, Maryland and Virginia.

Advertising Opportunities

Many options are available, allowing you to decide which value best fits your organization. We offer print advertisement options in our program book and pocket guide as well as sponsorship opportunities. We encourage creative ad campaigns through inserts and goodies. Our ad payment deadline is August 25th our ad submission deadline is August 29th.

Submit ads to:
advertising@animeusa.org
Submit payment to:
ATTN: Advertising
Anime USA
c/o Alison Munoz
P.O. Box 2634
Midlothian, VA 23113



Advertising Inserts

If you have a flier or card you would like distributed in the Anime USA program book, simply provide 4000+ copies and \$400 and Anime USA will distribute your fliers in the program books given to each attendee.

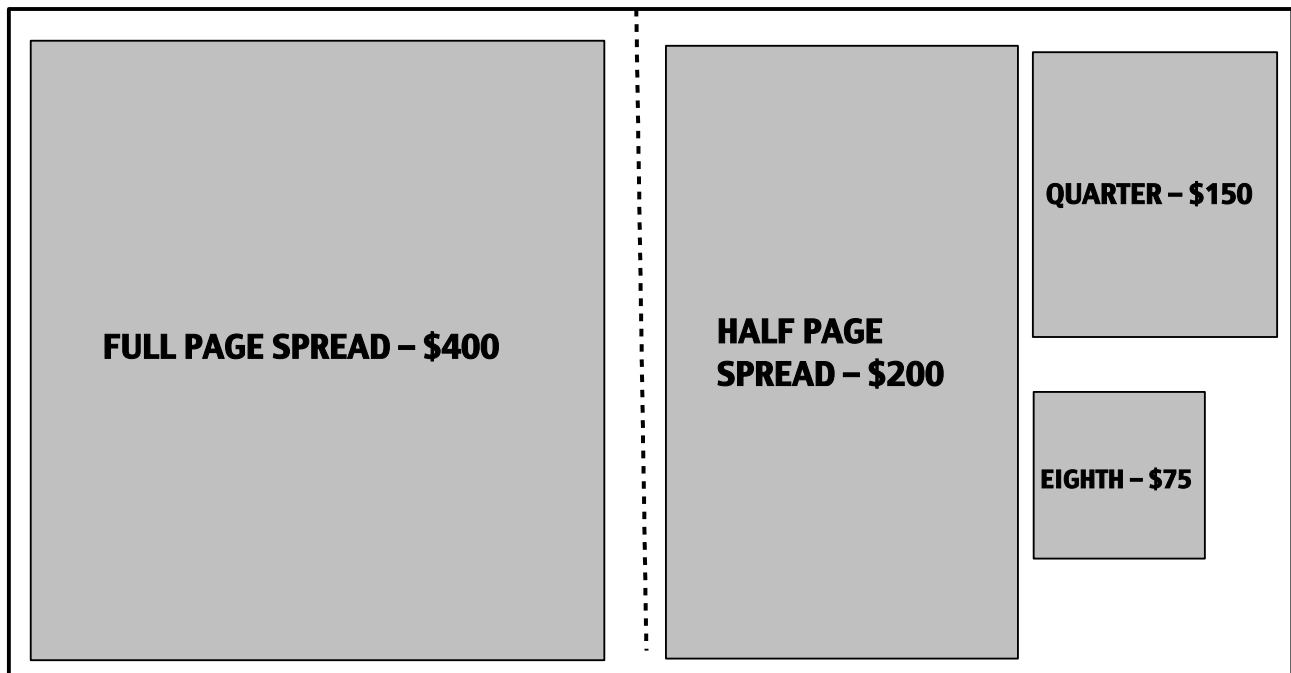
Program Book

The Anime USA program book is a resource featuring information on the convention itself as well as its guests, panels, and nearly anything else an attendee would need to know during the convention. They can serve as a collector item that some use to collect autographs from their favorite guests, or merely as a reminder of what the convention offered that year, and therefore having lasting significance.

Acceptable formats are TIFF, PDF, PSD, EPS, in vector format or 300+ DPI (please continue page elements off the edge for 1/4" to account for full bleed).

The book is 8 ½ inches by 11 inches, saddle stitched, full color, full bleed. 4000 or more copies will be printed.

Most of our advertisement sizes are shown in the diagram below, but we also offer several more based on the position in our book. A Center Spread which takes up the exact middle of the book, costs \$750; while an Inside Front Cover or Inside Rear Cover as will cost \$500. For a complete list, please see page 7 of this prospectus.



TWO PAGE SPREAD – \$750

Sponsorship Opportunities

Bags, lanyards, or pocket guides can be sponsored, as well as contest prizes of goods inserted in registration bags. Discover what option suits your organization's needs.

Sponsorships

If you would like to see your organization's name or logo on materials distributed by Anime USA, sponsorship may be right for you. Lanyards, plastic bags, or pocket guides are commonly sponsored items, though if you are interested in sponsoring other items, please contact Anime USA Marketing. Sponsored items such as bags, lanyard or pocket guides will be available for the attendees to take at the registration desk when picking up their badge and program book.

Sponsoring an item presents you with an opportunity to make your organization's name, logo, or associated image highly visible throughout the convention.

Prize Donation

Donating a prize to any of Anime USA's tournaments, game shows, or contest may be the best way to represent your organization. Sponsors of prize donations will receive advertising both at the time that the prize is awarded and in the program book (if the donation is received by September 1st).

Anime USA is a 501 (c) (3) educational non-profit organization; all donations are tax deductible.

CONTACT US

If you are interested in working with Anime USA on an advertisement or sponsorship, please fill out the attached form and send it to our Advertising Department at advertising@animeusa.org. Feel free to send any questions you have about advertising or sponsorship with Anime USA as well.



Anime USA 2014 Advertising Interest Form

Name of Organization	
Name	
Address	
Email Address	
Phone Number	

Advertising

☐ Yes! I'm interested in advertising with Anime USA!

Program Book

Size	Price	Quantity
Center Spread	\$750.00	
Two Page Spread	\$750.00	
Inside Cover – Front	\$500.00	
Inside Cover - Back	\$500.00	
Full Page	\$400.00	
Half Page	\$200.00	
Quarter Page	\$150.00	
Eighth Page	\$75.00	

Advertising Insert

Size	Price	Quantity
4000	\$400.00	

Anime USA 2014 Sponsorship Interest Form

Name of Organization	
Name	
Address	
Email Address	
Phone Number	

Sponsorships

☐ Yes! I'm interested in Sponsoring Anime USA!

Promotional Item

Please offer a brief description of the promotional item you wish to offer.

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Sponsorship

Please offer a brief description of the sponsored item and how your organization would be featured.

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Prize Donation

Please offer a brief description of the prize you would like to donate.

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