



## Advertising Opportunities

The South Carolina Area Role-players and Board-gamers are hosting our 11th annual gaming convention January 14-17 2022, at the Medallion Convention Center in Columbia, SC. We are a group of like-minded individuals who want to bring together the essence of gaming, as well as the spirit of community and overall joy of games. This event will include tournaments, role-playing games, board games, a dealers' room, and much more!

We have the capacity for over 2000 guests but due to current health and social distancing practices we will be limiting our attendance in 2022. *Our intention is to have SCARAB 2022 unless we are unable to do so by our venue or our state/local authorities. In the event we have to cancel SCARAB 2022 everything you purchase/provide will be rolled over to SCARAB 2023.*

Learn more about us at [tabletop.events/conventions/scarab-2022](http://tabletop.events/conventions/scarab-2022) or Facebook, Instagram, and Twitter @SCARABgaming

### Ad Space:

All Ads are full color and include a weblink! We are prepared to print up to 1000 Program books and provide a digital copy for download on our website. Each book is 5.5 x 8.5 (inches) in size. Adverts should be high quality image preferably in PNG or JPG format. Adverts are due by **December 1, 2022**. After this date, an advertiser may provide SCARAB with flyers or other printed advertisements material that will be placed in the concierge bag at no additional cost.

#### Advertisement Dimensions

- ¼ Page: 2 x 3 ½ or 1 ½ x 4 ½
- ½ Page: 3 ½ x 4 ½ or 2 x 7 ½
- Full Page: 4 ½ x 7 ½

#### Buy Ad Space.

- ¼ Page: \$75
- ½ Page: \$125
- Full Page: \$200
- Inside front or back cover: \$300
- Back Cover: \$300

#### Trade Ad Space for Merchandise.

*Used or Opened product must be in like new condition & will be valued at eighty percent (80%) of retail value.*

- ¼ Page: \$100 retail
- ½ Page: \$175 retail
- Full Page: \$300 retail
- Inside front or back cover: \$500 retail
- Back Cover: \$500 retail

### PodCast:

We also offer the option to setup an interview with our affiliated podcast SwarmCast PodCast (SCPC) host Jon Maness. You can also either provide material to be read on SCPC or a prerecorded 30 second to 1 minute audio only (mp3 or .wav file) advertisement to be used.

### Concierge Bags:

Businesses are encouraged to include items for our Concierge Bags. These bags will be given to all attendees, and the first 100 bags contain special collectible items that make them highly sought after. The minimum amount of merchandise for the concierge bags is 100 units. If you wish to send less than 100 units, we will use them for prizes or give-a-ways or, in the case of flyers, put those in the lobby for people to take at will. Some Examples of previous year's items supplied by Sponsors are Bookmarks, Business Cards, Coupons, Custom Dice, Decals, Flyers, Games, Magnets, Pencils, Pens, Product Samples, Rulers, and Stickers.

As previously stated, the mission of our con is to support the gaming hobby. We ask that you take the time to consider joining our community. Please feel free to contact me with any questions you might have. I hope to hear from you soon!

Sincerely,

**Alisha Heaps,**  
**SCARAB Marketing Director**  
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