

Anime アニメ USA

Prospectus 2010



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 option to fit your needs.

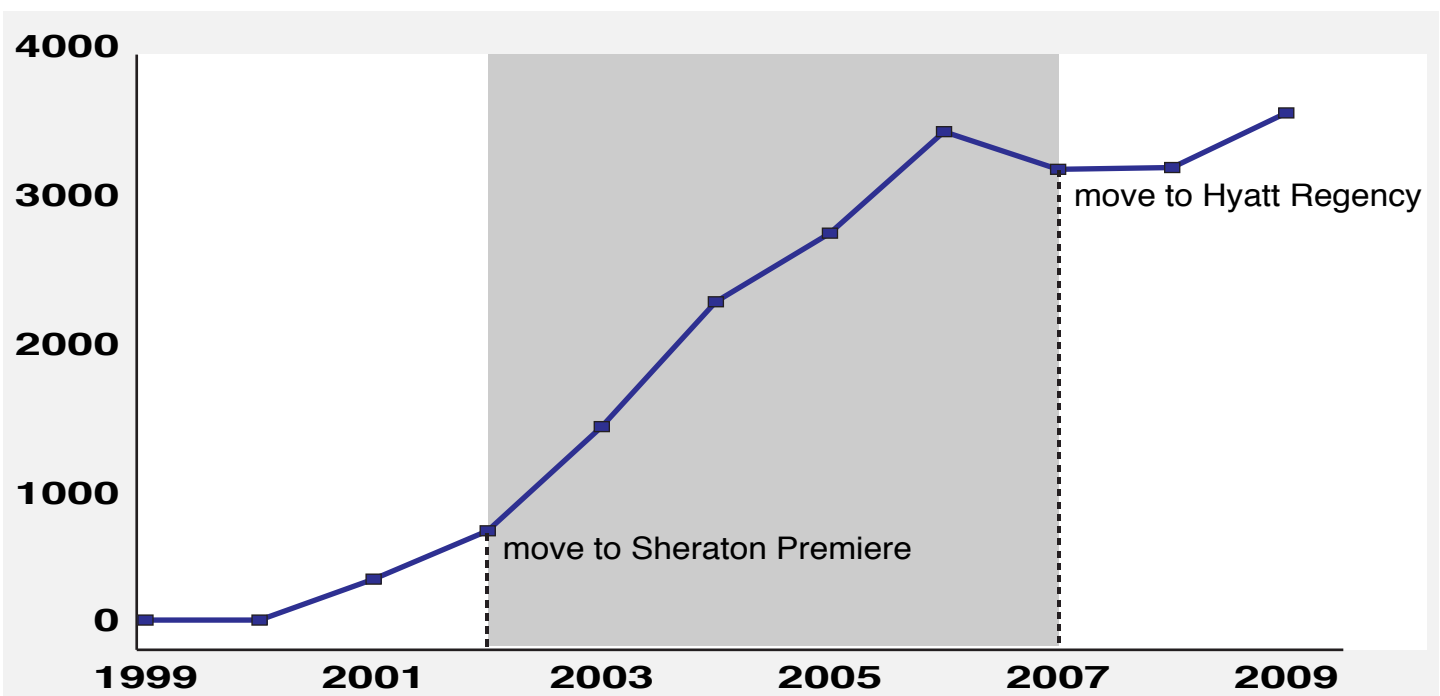
About Anime USA

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.

For full information about Anime USA visit the website at AnimeUSA.org for information, announcements, photos and more.

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 two hotel moves, from the Crown Plaza to the Sheraton Premiere and back to the Hyatt.



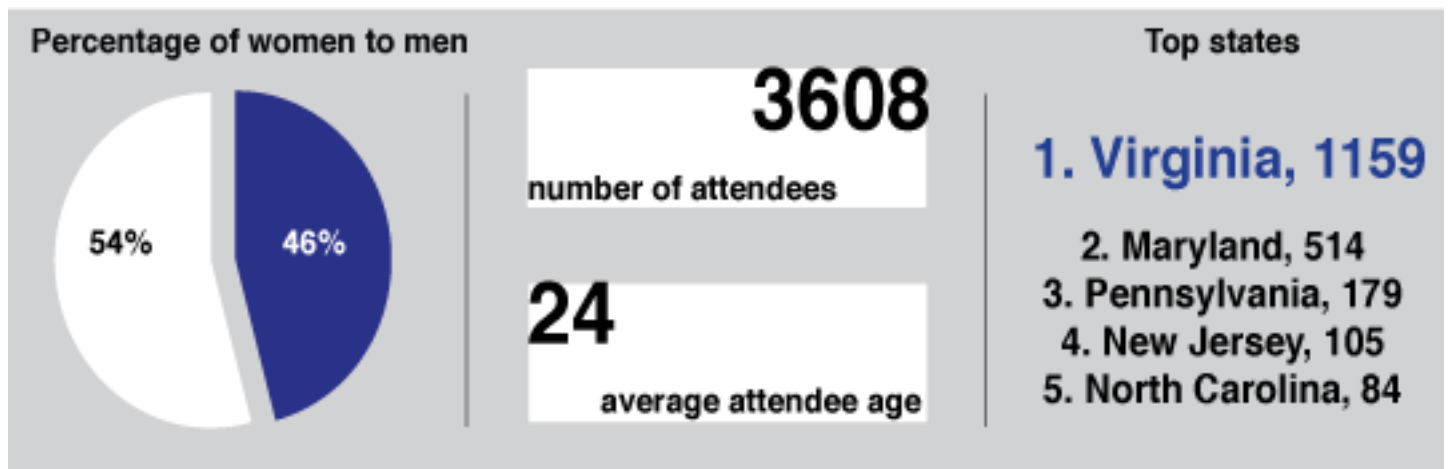
Who attends Anime USA?

Anime USA is a growing convention of fans of Japanese arts and popular culture, including (but not limited to) anime, manga, video games, music, and art. As of 2009, 3608 members were in attendance, growth of approximately 4% in the last year and 54% in the last five years.



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 Virginia, or Maryland.

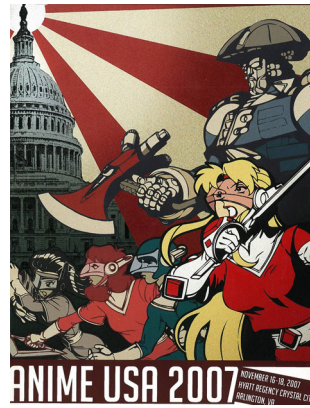


Advertising opportunities

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 October 18th, and our ad submission deadline is October 25.

submit ads to:

ATTN: Advertising
 Anime USA
 9404 Steeple Court
 Laurel, MD 20723



Pocket guide

Size	Price
Half Page	\$175
Quarter Page	\$100
Eighth Page	\$50

The pocket guide is generally used to house the schedule for the convention as well as a map and any other information an attendee would need at their fingertips. The smaller size ensures that attendees can keep this guide on their person for a quick reference, even while traveling light. Because of its utility, the pocket guide is often the most viewed resource provided in the registration bags.

The book is 2 1/2 inches by 8 1/2 inches, saddle stitched, black and white, full bleed. 4000 or more copies will be printed. 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).

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 included in each attendee's registration bag.

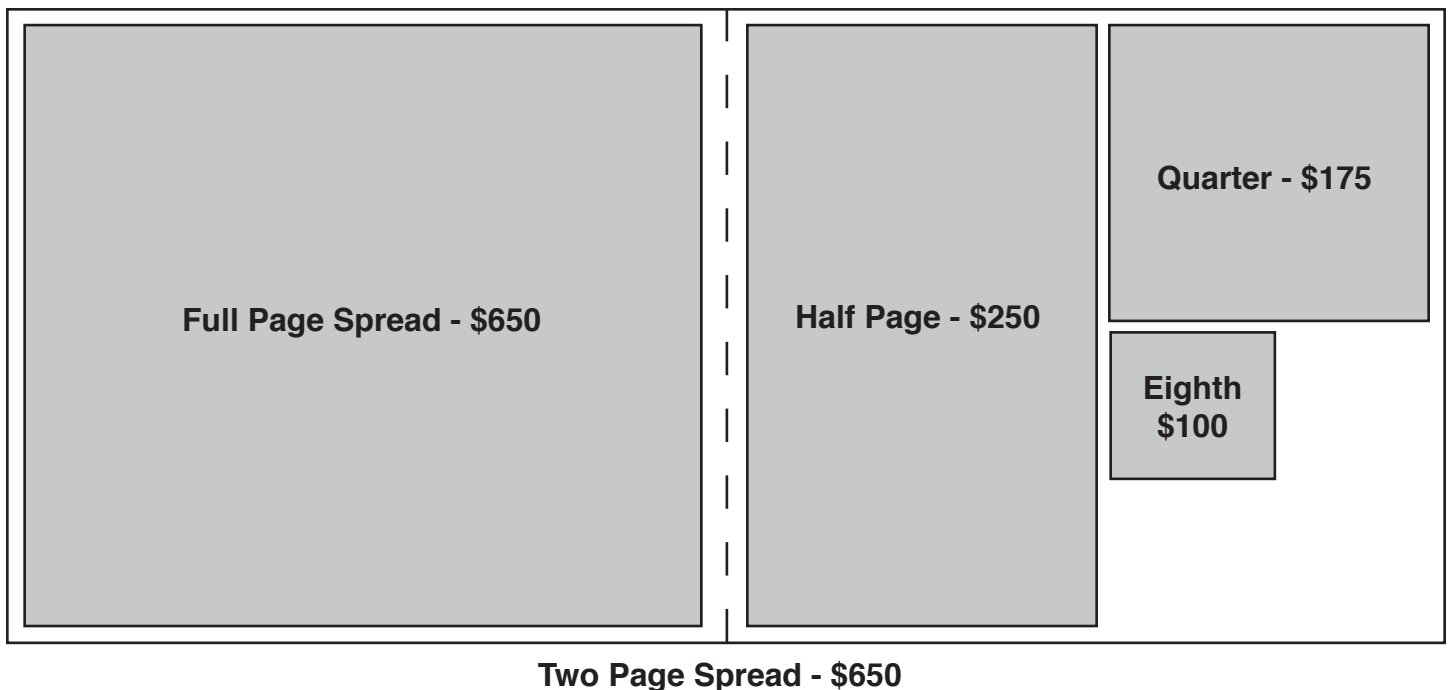
Program book

The Anime USA program book is a resource featuring information on the convention itself as well as its guest, panels, and nearly anything else an attendee would need to know during the convention. They can serve as collectors 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 have lasting significance.

Acceptable formats are TIFF, PDF, PSD, EPS, in vector format or 300+ DPI (please continue page elements off the edge for ¼” 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 position in our program book. A Center Spread, which takes up the exact middle of the book, costs \$750; while an Inside Front Cover or Inside Rear Cover ad will cost \$550. For a complete list, please see page eight of this prospectus.



Sponsorship opportunities

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

Promotional inserts

Promotional items of intrinsic value (i.e. manga samplers, DVDs with one complete episode) can be distributed to all registrants, ensuring that all attendees will take notice. If you have a product that you would like to promote, a sample provided to all convention attendees is sure to generate attention.

Be sure that the promotional item is of appropriate size and that it is appropriate for all ages. Provide 4000+ promotional inserts by October 16th and Anime USA will distribute them to registrants free of charge.

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, or pocket guides are commonly sponsored items, though if you are interested in sponsoring other items, please contact Anime USA Marketing.

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

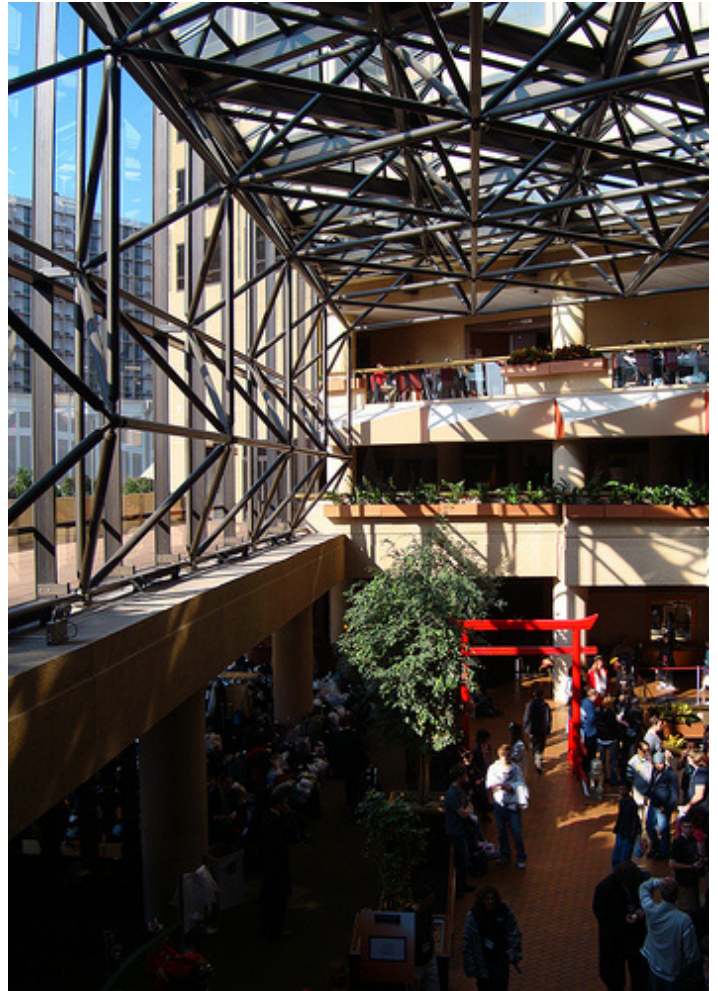
Prize Donation

Donating a prize to any of Anime USA's tournaments, games shows, or contests 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 October 5th).

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 to the Directors of Marketing, John Bowers and Lauren Orsini, at marketing@animeusa.org. Feel free to send any questions you have about advertising or sponsoring with Anime USA as well.



Prospectus credits

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Anime USA 2010 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	
	Two Page Spread	\$650	
	Inside Front Cover	\$550	
	Inside Rear Cover	\$550	
	Full Page	\$400	
	Half Page	\$250	
	Quarter Page	\$175	
	Eighth Page	\$100	

Pocket Guide

Size	Price	Quantity
Half Page	\$175	
Quarter Page	\$100	
Eighth Page	\$50	

Advertising Insert

Size	Price	Quantity
4000+	\$400	

Sponsorships

Yes! I'm interested in an Anime USA sponsorship!

Promotional Item

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

Sponsorship

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

Prize Donation

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

Anime
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