



2019 Media Kit

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About Game Career Guide

GameCareerGuide.com is a one-stop shop for those looking to break into and grow in the industry.

Helping the Next Generation of Game Developers

- International school directory of 400+ game development schools
- Student-created games
- Educational articles, news, features and student postmortems
- Student resources including a Digital Counselor

Sample Schools

- Full Sail University
- Guildhall at SMU
- University of Utah
- Centre for Digital Media
- Digipen Institute of Technology
- Southern New Hampshire University
- Savannah College of Art & Design
- Academy of Art University
- University of Southern California
- NYU Game Center
- Louisiana State University
- Ringling College of Art & Design
- Columbia College Chicago
- Laguna College of Art & Design

The UBM Game Network delivers market-defining content to the professional game and VR/AR industries. Its award winning lineup of events and digital products include the Game Developers Conference® (GDC), XRDC, Gamasutra.com and GameCareerGuide.com.

GDC

March 18–22, 2019
San Francisco, CA

GDC is the world's largest professional game industry event and best place for schools to find prospective students (including newcomers exploring the industry and professionals looking for increased education) and network with studios for student placement.

Audience



Visits per Month
21,000



Monthly Page Views
43,000+



Unique Visitors Per Month
16,000

65%

Under
35 years old

34%

Enrolled in
education programs



Interested in:

48%

Campus
programs

63%

Online
programs

Extended Learning

68%

Looking for graduate
programs in areas of
game development

78%

Looking for certification
programs in game
development



Sources: Omniture Site Catalyst Metrics, 2017 average
UBM Game Network Purchasing Survey 2017

Featured School Listing

As a Featured School in Game Career Guide's directory, your school will get top of page visibility, helping you stand out from the other 400+ schools. Prospective students interested in becoming a professional game developer are actively researching programs of every degree level and length—make sure they are considering yours.



	Platinum		Gold		Silver
Length of sponsorship	12 Months	6 Months	12 Months	6 Months	12 Months
GameCareerGuide.com (ROS) Even rotation with other sponsors	728x90 300x250	728x90 300x250	160x600 160x160	160x600 160x160	160x600 160x160
Gamasutra.com (ROS)	160x600 500K imps	160x600 250K imps			
Education Newsletter sponsorships	4	2	3	2	1
Sponsored Tweets and Facebook posts	4	2	2	1	1
Expanded HTML Profile Page	✓	✓	✓	✓	✓
Priority listing in Featured Schools section of directory + Digital Counselor results	✓	✓	✓	✓	✓
Student game uploads	4	4	3	3	2
30-day GameCareerGuide.com homepage carousel insertions	2	1			

Digital Promotions

Sponsored Article

Engage prospective students with your own custom message on GameCareerGuide.com. Program benefits include:

- Homepage Promotion: Your article featured in carousel and within the Top Stories section
- Education Newsletter: Reach 29,000+ aspiring professional game developers and academia
- Social Media Promotion: Extend the reach of your article to Game Career Guide's followers on Twitter and Facebook

Digital Counselor Sponsorship

The Digital Counselor matches prospective students with the program best suited for them, whether they're looking for a college, specialized training, or advanced certifications and degrees.

The 12-month sponsorship includes:

- 6-month Gold Featured School listing package
- Site skin ad within the Digital Counselor section
- Sponsored Article and promotion

Education Newsletter Sponsorship

The Game Career Guide e-newsletter is a focused, bi-weekly bulletin highlighting features and news to 29,000+ aspiring professional game developers. Promote your latest degree and certificate programs, new educational books or software.

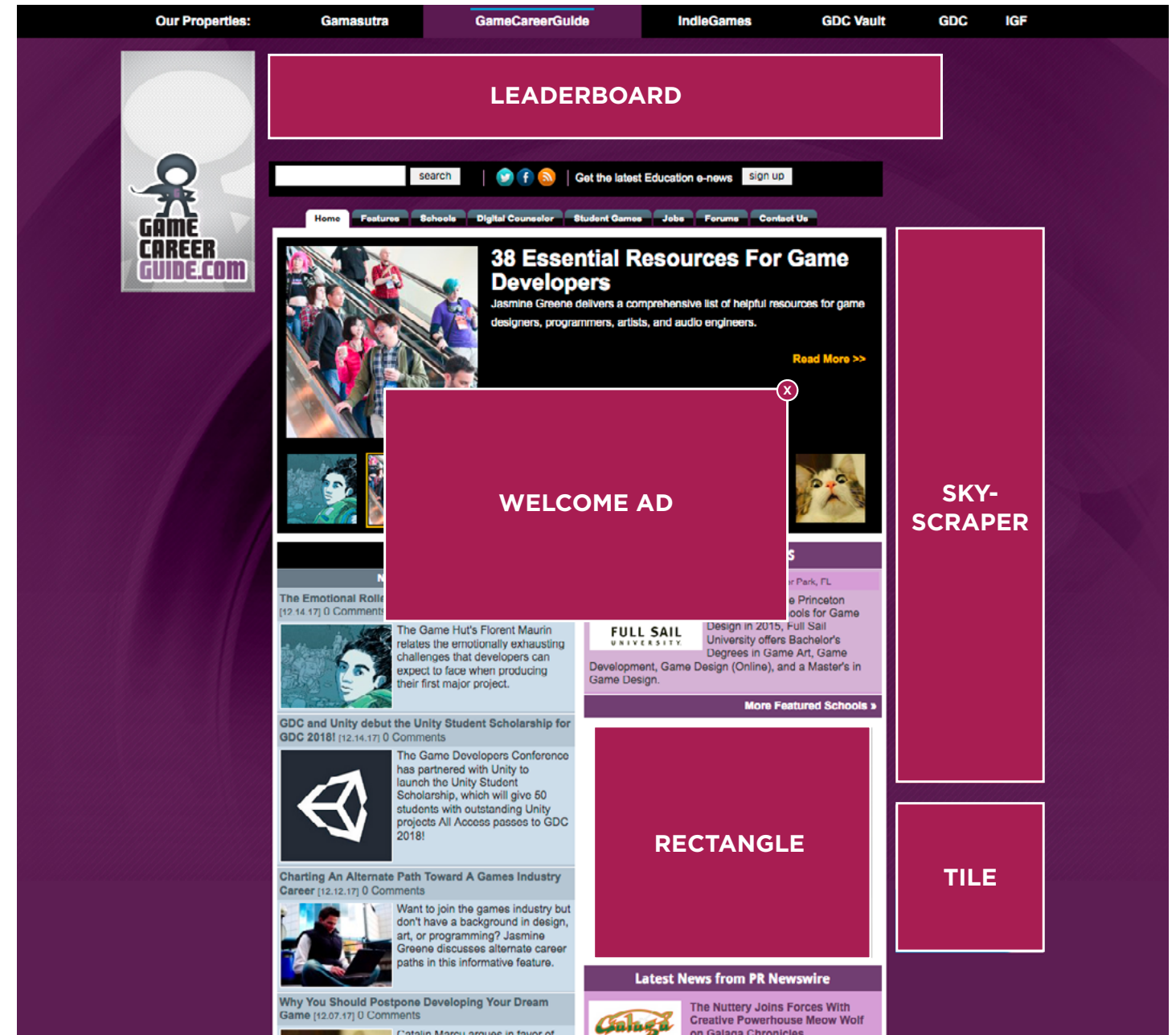


Digital Marketing Solutions

Banner Ads

Showcase your product or service through our run-of-site options. We offer a selection of units to grab the attention of engaged readers, including:

- Leaderboard
- Rectangle
- Skyscraper
- Tile
- Welcome Ad



Meet Prospective Students @ GDC

GDC

March 18–22, 2019
San Francisco, CA

Game Developers Conference® (GDC) is the world's largest professional game industry event covering topics ranging from programming, game design, production, visual arts, business & marketing and everything in between.

Interact at the Game Career Seminar

The Game Career Seminar is an all-day track with content targeting aspiring game developers, prospective students, graduates, and professionals looking for career advancement. Associate yourself with the most respected and talked about Career Seminar in the game industry.



Nearly a third of GameCareerGuide site visitors have attended or plan to attend GDC



Contact Us

For more information please email us at

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Connect With Us



