

BRIDGE MEDIA AND MARKETING OPTIONS

2024

Bridge is happy to provide a selection of media-creation services to our publishers, as part of the benefit of choosing us for your distribution and fulfillment needs.

VIDEO

1 Minute Overview - This video will deliver the core concept of a product, 2-3 touchpoints, and a call to action. With host or voice over (your choice). Video is delivered in 3840x2160 resolution, in vertical and horizontal ratios.

Example:

Game Explainer (3-5 minutes) - This video will walk through several key points of the product in more detail than the overview video option with a single voice or actor presenting the product. Video is delivered at full length in 3840x2160, in vertical and horizontal ratios.

Full Playthrough (45 minutes) - This video will consist of a full playthrough of the game featuring actors and shot in our in-house studio. The talent will learn the game off-screen, but will explain their actions for the first turn/round to acclimate viewers. For games with playtime longer than 45 minutes, an additional charge may be needed, or the game will be done in truncated form (first two turns, fast forward, last two, etc). Client will be consulted at multiple checkpoints for scripting, tone, etc.

Customized Commercial - This option (between :60 and :120) will allow our team of creatives to design and pitch several unique commercial ideas featuring the project. The video will include actors, locations, props, etc, and be delivered in pre-formatted files for Youtube, Google, Facebook, etc.



PRICING

1 Minute Overview	\$500
Game Explainer	\$800
Full Playthrough	\$1,500
Customized Commercial	Varies, contact us for more information!

PHOTOGRAPHY

Full Style Shoot - Photo session of the game or product in use in a realistic setting, either a place the game will be played (living room, bar, etc) or at a location fitting of the game's theme (a game about forestry in the woods, a beach game on a shore, etc). Alternately, this option can be chosen for a staged, stylized photo shoot of the game, utilizing props and set dressing. This may or may not include talent, for simpler games such as card-based party games, we recommend allowing for talent. All photos and files delivered to client without watermark or tag. Ideas will be discussed between the client and Bridge before session.

PRICING

Full Style Shoot	\$150
Add-on to Video Purchase	\$50



REALMS MAGAZINE

We're excited to announce our new ongoing publication, REALMS! This new, full sized publication will feature content on games, media, music, and the culture surrounding our favorite things.

What is REALMS?

REALMS is an ongoing, bi-monthly publication with a large variety of article types, interviews, and thought pieces, as well as reviews and previews for the hobby and collectible industry. Unlike many similar publications, REALMS is not entirely solicited and advertisements.

Who makes REALMS?

REALMS is published by Bridge Media LLC, though the thoughts and opinions contained within it are entirely those of the writing staff, who are made up of a diverse group of Bridge employees, volunteers, guest writers, publishers, and industry experts.

Where can I find it?

REALMS is distributed to over 1,000 game and hobby retailers across the United States. Copies will also be included in Bridge Distribution orders to new retailers, and the free PDF will be available to download on several high-volume websites such as Bridgedist.com, as well as on the newly-launched Realms-magazine.com. In addition, in Q3 of 2024 we will be offering small kiosks and special print runs for hobby locations that wish to stock the magazine. REALMS is also distributed at every trade show attended by Bridge and Giga-Mech Games, including Origins, GAMA, SFGE, and more.



How can I advertise in REALMS?

It's easy! Just follow the guidelines below. Please reach out to zack.bolien@bridgedist.com if you have any questions. As your ad may be placed on either the left or right page, please ensure that no important graphics or text exist outside the bleed line. If you would like to have one of our talented graphic artists create the advertisement for you, we are happy to work with or without existing media for a small charge.

Ad content may not include obscene, overly violent, or sexual content, IE, PG-13 is a good basis. We also cannot accept advertising materials that contain images or copyrighted material not owned by yourself.

A good advertisement will show off the product, 1-3 features of the product, and have a strong CTA (call to action). This can be a website, QR code, or other contact channel.

In addition, each ad sale also includes a free banner on Realms-Magazine.com, which will alternate between pages. Please provide a landing URL for this ad upon submitting art.

BACK COVER - 8.8x11, .5 bleed on all sides

FULL PAGE (includes inside covers) - 8.5x11, .5 bleed on all sides.

HALF PAGE - 8.5x5.5, .5 bleed on all sides

WEB BANNER - 600x300 px

Ad Costs (per issue):

Back cover	\$500
Inside cover	\$300
Full page	\$250
Half page	\$125
Realms-magazine.com top banner (30 days)	\$250
Ad creation (art provided)	\$100 per ad
Ad creation (no art provided)	Contact us to learn more!

AD DESIGN EXAMPLES

