Benefits to Cyber Threat Defender Sponsorships

Your sponsorship of the Cyber Threat Defender PC game will provide students with the opportunity to learn the basics of cybersecurity in a fun and engaging platform that will prepare them for a future in cybersecurity! Below you'll find details on how you can brand your organization within the PC game with ads, videos and/or logos.

Videos: Introduction Commercials automatically play when the game is activated, and players can watch Incentive Videos during the game to recieve extra bonus points to "purchase" additional cards during the game.

Display Ads: These ads appear on the left hand side of the game board screen and rotate with other ads during each new round of play. Ads can be clicked to take the player to a website of the advertisers choosing.

Logos: A sponsor's logo can be placed in the Game Setup screen or center of game board, which rotates in and out between each player's turn.

PLACEMENT OPTIONS	SIZE (Pixels W x H)	RATE	FREQUENCY OF ADS IN ROTATION
:20 Seconds / Intro Commercial		$20,000	
:15 Seconds / Intro Commercial		$15,000	
:10 Seconds / Intro Commercial		$10,000	
:15-:20 Seconds / Incentive Video (In-Game Bonus)		$10,000	
:10-:14 Seconds / Incentive Video (In-Game Bonus)		$ 8,000	
:05-:09 Seconds / Incentive Video (In-Game Bonus)		$ 5,000	
Game Board Screen	Web Large (3x): 120 x 140	$ 8,000	Appears 3 Times More Often than 2x/1x Ads
Game Board Screen	Web Large (2x): 120 x 140	$ 7,000	Appears Twice as Often as 1x Large Ads
Game Board Screen	Web Large (1x): 120 x 140	$ 6,500	
Game Board Screen	Web Medium (2x): 120 x 90	$ 5,000	Appears Twice as Often as 1x Medium Ads
Game Board Screen	Web Medium (1x): 120 x 90	$ 3,500	Appears Half as Often as 2x Medium Ads
Game Board Screen	Logo (2x) [Hi-Res JPG/EPS/PNG]	$ 3,000	Appears Twice as Often as 1x Logos
Game Board Screen	Logo (1x) [Hi-Res JPG/EPS/PNG]	$ 2,000	Appears Half as Often as 2x Logos
Choose Your Deck	Logo [Hi-Res JPG/EPS/PNG]	$ 2,000	