## 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 receive 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

<table>
<thead>
<tr>
<th>Size (Pixels W x H)</th>
<th>Rate</th>
<th>Frequency of Ads in Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>:20 Seconds / Intro Commercial</td>
<td>$20,000</td>
<td>Appears 3 Times More Often than 2x/1x Ads</td>
</tr>
<tr>
<td>:15 Seconds / Intro Commercial</td>
<td>$15,000</td>
<td>Appears Twice as Often as 1x Large Ads</td>
</tr>
<tr>
<td>:10 Seconds / Intro Commercial</td>
<td>$10,000</td>
<td>Appears Twice as Often as 1x Medium Ads</td>
</tr>
<tr>
<td>:15-:20 Seconds / Incentive Video (In-Game Bonus)</td>
<td>$10,000</td>
<td>Appears Half as Often as 2x Medium Ads</td>
</tr>
<tr>
<td>:10-:14 Seconds / Incentive Video (In-Game Bonus)</td>
<td>$8,000</td>
<td>Appears Twice as Often as 1x Logos</td>
</tr>
<tr>
<td>:05-:09 Seconds / Incentive Video (In-Game Bonus)</td>
<td>$5,000</td>
<td>Appears Half as Often as 2x Logos</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large (3x): 120 x 140</td>
<td>$8,000</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large (2x): 120 x 140</td>
<td>$7,000</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large (1x): 120 x 140</td>
<td>$6,500</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Medium (2x): 120 x 90</td>
<td>$5,000</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Medium (1x): 120 x 90</td>
<td>$3,500</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Logo (2x) [Hi-Res JPG/EPS/PNG]</td>
<td>$3,000</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Logo (1x) [Hi-Res JPG/EPS/PNG]</td>
<td>$2,000</td>
</tr>
<tr>
<td>Choose Your Deck</td>
<td>Logo [Hi-Res JPG/EPS/PNG]</td>
<td>$2,000</td>
</tr>
</tbody>
</table>