

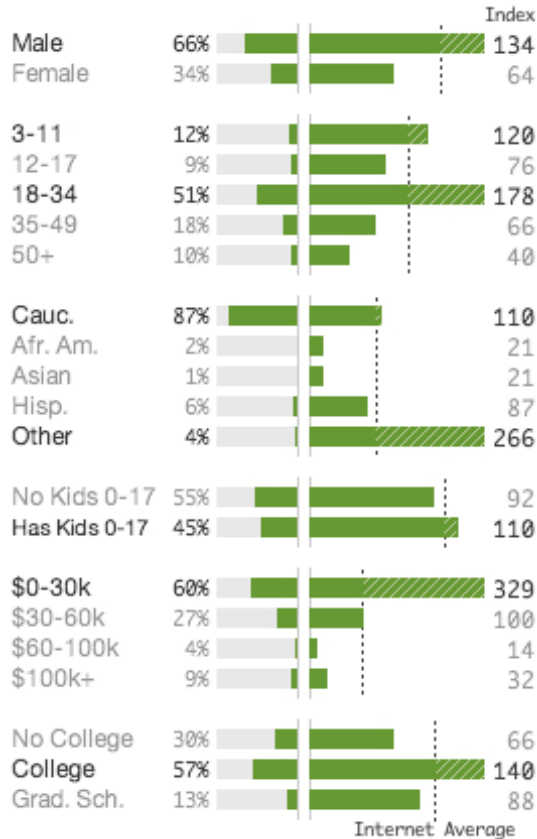


## Media Kit

Pen and Paper Games [ <http://www.penandpapergames.com/> ] is a social networking and resource site for RPG enthusiasts, with over 8,700 active users. According to *WIRED*, it is “the number one site for finding new players and groups” for traditional roleplaying gamers.

### Key Demographics

Source: quantcast, June 2009



### Key Statistics

Source: Google Analytics, June 2009

**Monthly Ad Impressions:** 360,000

**Monthly Unique Visitors:** 15,000

**Google Page Rank:** 4

### Advertising Units

Pen and Paper Games supports static JPG, animated GIF and Rich Media (RM) creatives of the following sizes:

- Leaderboards (728 x 90)
- Full Banners (468 x 60)
- Boxes (200 x 200)

CPM (impression-based) and CPC (click-based) campaigns are both available. Prices are determined by campaign type, media type, length of contract and slot availability.

Pen and Paper Games is perfect for companies looking for consumers of entertainment products. We have run successful advertising campaigns for computer games (Funcom) and roleplaying games (Wizards of the Coast).

For more information or to create an insertion order, please contact Ed Healy at [ephealy@ephealy.com](mailto:ephealy@ephealy.com) or (206) 792-9910.

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