



ADVERTISING ON

GAME INVASION

Game Invasion is the place for hard core gamers. Savvy, sophisticated, and essential, Game Invasion creates a comprehensive, immersive experience through its unrivaled design, high production values, and selection of the most important content and products in interactive entertainment.

Features

- A robust, high resolution inline video player and online gaming experience.
- The ability to show up to sixty pieces of content around a particular title, subject, or theme.
- Gaming and related entertainment content being supported by news, articles, reviews, cheats and more.

Target Demo

- Male
- 22-40 years
- Household Income \$75K+

Specs

Available Ad Sizes

- 160x600
- 180x150
- 234x60
- 120x60
- 728x90

Available Video Ads on GI:

- Pre-Roll (10-15 seconds)
- Post-Roll (10-15 seconds)
- Promotional Show
- Editorial control over all content
- Video, image, and "article" based promotions

Audio/ Animation

- Audio: On click
- Animation: 15 Seconds

Acceptable Formats

- GIF, JPEG, SWF, HTML
(With a maximum file size of 30k)

All creative is subject to Comcast's review and approval.



User Characteristics

- Digital entertainment junkies
- Early adopters and influencers
- Extremely tech savvy
- Limited time drives a "Want it now" mentality
- Creative, literate and knowledgeable
- Multi-taskers
- Maintain well-rounded lifestyle

