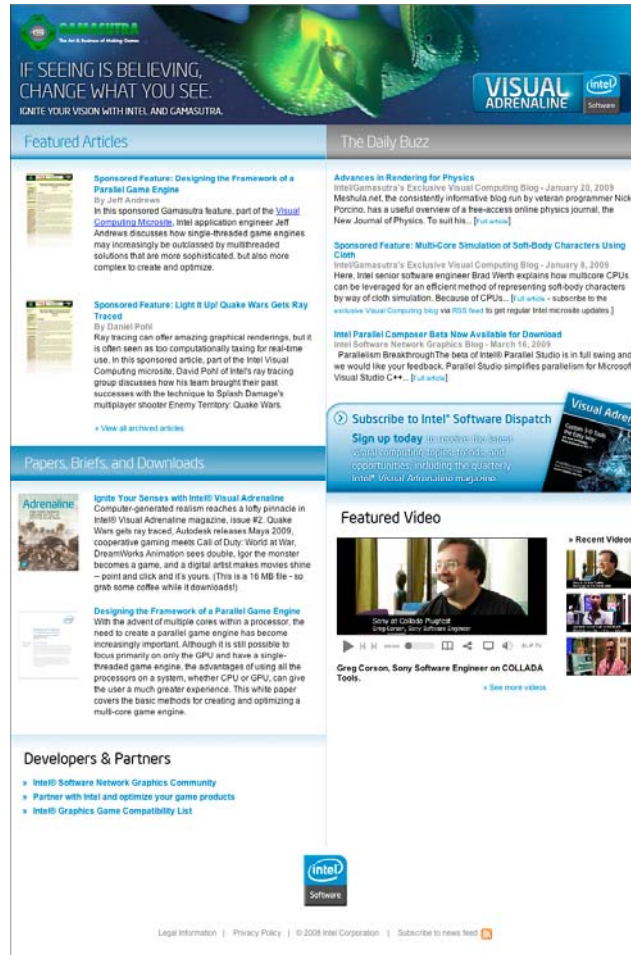


GAMASUTRA MICROSITE

The Think Services Game Group offers a turnkey solution for building a custom website within, and heavily promoted in association with, our brand-leading Gamasutra.com website, which receives over 500,000 unique visitors and **2.5 million page views** a month from leading console game developers, independent creators, and hobbyists alike.



IF SEEING IS BELIEVING, CHANGE WHAT YOU SEE.
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Visual ADRENALINE intel Software

Featured Articles

Sponsored Feature: Designing the Framework of a Parallel Game Engine
By Jeff Andrews
In this sponsored Gamasutra feature, part of the *Visual Computing Microsite*, Intel application engineer Jeff Andrews discusses how single-threaded game engines may increasingly be outclassed by multithreaded solutions that are more sophisticated, but also more complex to create and optimize.

Sponsored Feature: Light It Up! Quake Wars Gets Ray Traced
By David Pohl
Ray tracing can offer amazing graphical renderings, but it is often seen as too computationally taxing for real-time use. In this sponsored article, part of the *Intel Visual Computing microsite*, David Pohl of Intel's ray tracing group discusses how his team brought their past successes with the technique to Splash Damage's multiplayer shooter *Enemy Territory: Quake Wars*.

[View all archived articles](#)

The Daily Buzz

Advances in Rendering for Physics
IntelGamasutra's Exclusive Visual Computing Blog - January 20, 2009
Mashaia.net, the consistently informative blog run by veteran programmer Nick Porcino, has a useful overview of a free-access online physics journal, the *New Journal of Physics*. To suit his... [Read more]

Sponsored Feature: Multi-Core Simulation of Soft-Body Characters Using Cloth
IntelGamasutra's Exclusive Visual Computing Blog - January 8, 2009
Here, Intel senior software engineer Brad Werth explains how multicore CPUs can be leveraged for an efficient method of representing soft-body characters by way of cloth simulation. Because of CPUs... [Read more] - subscribe to the *exclusive Visual Computing blog via RSS* feed to get regular Intel microsite updates!

Intel Parallel Composer Beta Now Available for Download
Intel Software Network's Graphics Blog - March 16, 2009
Parallelism Breakthrough: The beta of Intel's Parallel Studio is in full swing and we would like your feedback. Parallel Studio simplifies parallelism for Microsoft Visual Studio C++... [Read more]

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Sign up today to receive the latest visual computing tips, trends, and opportunities, including the quarterly Intel® Visual Adrenaline magazine.

Papers, Briefs, and Downloads

Adrenaline
Ignite Your Senses with Intel® Visual Adrenaline
Computer-generated realism reaches a lofty pinnacle in Intel® Visual Adrenaline magazine, issue #2. *Quake Wars* gets ray traced, Autodesk releases Maya 2009, cooperative gaming meets *Call of Duty: World at War*, DreamWorks animation sees double, Igor the monster becomes a game, and a digital artist makes movies shine - point and click and it's yours. (This is a 16 MB file - so grab some coffee while it downloads!)

Designing the Framework of a Parallel Game Engine
With the advent of multiple cores within a processor, the need to create a parallel game engine has become increasingly important. Although it is still possible to focus primarily on only the GPU and have a single-threaded game engine, the advantages of using all the processors on a system, whether CPU or GPU, can give the user a much greater experience. This white paper covers the basic methods for creating and optimizing a multi-core game engine.

Featured Video

Greg Corson, Sony Software Engineer on COLLADA Tools

Recent Videos

Developers & Partners

- Intel® Software Network Graphics Community
- Partner with Intel and optimize your game products
- Intel® Graphics Game Compatibility List

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CONTENT SPECIFICS

- Custom subsite location at <http://www.gamasutra.com/> with custom layout for the 'homepage'. (client to supply logo, Think Services to collaborate on the design page and get it approved – here is an existing microsite to give you a basic idea - <http://gamasutra.com/visualcomputing/>)
- One (1) themed feature per month for 12 months, supplied by client and posted as a 'sponsored feature' to appear in the features section of Gamasutra.com
http://www.gamasutra.com/view/feature/3941/sponsored_feature_designing_the_..php – and also within the gamasutra.com/ subsite. (client to work with Think Services to find most suitable features – 1,000 word minimum, 5,000 word maximum.)
- Introduction text on subsite page to change every month to reflect the latest article and link to suitable resources on that article (client to supply text/links)
- Feed to appear in left or right column of subsite with latest developer news from separate blog site that Think Services will set up or of choice.
- A Movable Type templated weblog, with a URL of your choice, that would look similar to http://www.gamasutra.com/visualcomputing/blog/2009/01/advances_in_rendering_for_phys.php and multiple developers could post – targeting game developers directly.
- Themed streaming Flash-encoded video to appear in right or left column of subsite (maximum 15 minutes of video per update, client to supply)

MARKETING CAMPAIGN

- 12 text-ad inclusions (one per month) in Gamasutra weekly email blast to the Gamasutra.com database of over 96,000 game developers - with bonus of 60 Gamasutra daily email blasts to 28,000 developers (creative provided by client)
- Subsite description and overview listed in Gamasutra.com page "features section" - http://www.gamasutra.com/php-bin/article_display.php – also linked on Gamasutra.com front page - and each individual feature also listed in this section as they appear.
- 160x600 web banners across Think Services Game Group Sites – 200,000 total impressions per month for 12 months, for a total of 1,800,000 impressions (creative provided by client)
- White-bordered call out box on Gamasutra.com front page with logo and link to new article as it appears (Active for one week after each new article appears.)
- Rotating inventory in 177x40 'Custom sites' box with logo and link on Gamasutra.com front page for entire 12 months – guarantees at least 750,000 appearances per month, and many more depending on whether we have other custom sites running. (Link will appear below the main feature link on the front page of Gamasutra.com)

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CLIENT RESPONSIBILITIES

- Are listed above, but will be spelled out in complete detail with milestones and will include editorial input into article specifics, etc.

PRICING INFORMATION..... \$220,000

[Option to include four white papers to appear once a quarter in Game Developer magazine itself, plus one extra Game Developer magazine ad, for an additional\$20,000]

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GAME GROUP WEBINAR PROGRAM

Webinars are among the most effective online lead-generation vehicles available to technology marketers. They provide a platform to deliver your marketing message alongside valuable information to your target market for a minimum cost.

Think Services Game Group Webinar programs offer a turnkey approach to running live web-based seminars. The Game Group will manage a high-impact pre- and post-event strategic marketing campaign aimed at targeted segments of our 400,000 + audience.

GAME GROUP WEBINARS AT A GLANCE

- **LEAD GENERATION:** Guaranteed 100 registrants over 6 months hosted on Gamasutra.com
- **SIMPLICITY:** Game Group Webinars are completely turnkey, including audience development and complete project management. The Game Group team will guide you through every step of the production with a detailed timeline and description of deliverables.
- **VALUE:** Direct access to the Game Group's extensive game development audience and 6 months of additional webinar viewing on Gamasutra.com

AUDIENCE DEVELOPMENT

- Dedicated email blast to relevant segments of the Game Group opt-in database
- Webinar promotional overview on Gamasutra.com homepage
- 160x600 web banner across Game Group Sites (approximately 100k impressions)
- Valuable post-event marketing tools including transcript and MP3 file
- Archived viewing available on Gamasutra.com for 6 months

PRODUCTION SERVICES

- Project management and event production, including presenter training prior to the event
- Post-show survey assessing the value of the content and overall experience of the attendees

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TIER 1 WEBINAR: VENDOR PERSPECTIVE - Pricing starts at \$13,900

EVENT FEATURES:

- One-hour live presentation (streaming audio and slides) complete with technical support and up to 10 speakers
- Webinar features include live Q&A, surveys, polling, live URL push
- Access to all opt-in registrant information, including name, company, title, and email, for post-event follow-up

Client responsibilities include speaker(s) and moderator, presentation content deliverables, email blast creative and web banners.

TIER 2 WEBINAR: EDITORIAL PERSPECTIVE - Pricing starts at \$19,500

Become a thought leader in the game development community

- One-hour live presentation (streaming audio and slides) complete with technical support and includes:
- Special half-hour panel programmed and run by Gamasutra.com editorial staff on a relevant game industry topic
- Half-hour sponsor talk directly following panel
- Webinar features include live Q&A, surveys, polling, live URL push
- Access to all opt-in registrant information, including name, company, title, and email, for post-event follow-up

Client responsibilities include speakers and content for the half-hour sponsored talk, sponsored talk presentation deliverables, email blast creative and web banners.

Contact your account manager to discuss a campaign that best meets your advertising goal!

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