



COMIC CON 2025 PACKAGE

Be the star of the show in Downtown San Diego and at Comic Con with these specialty walls that catch vehicle traffic heading East & West on Harbor Drive and foot traffic walking towards the Gaslamp Quarter! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, these walls will undoubtedly capture the attention of attendees and more in a dominating, eye popping fashion.

See the 2024 Comic Con Video here! 

PRODUCT INFORMATION

- **(3)** Specialty Wallscapes
- Forced Production and Install. Only sold for the month of July. Creative can NOT have any guns, weaponry, or violence. Creative approval is required by the Port of San Diego.
- **Non-Cancellable Contract.**

COVERAGE

- Downtown San Diego

DATES

- **Flight Dates:** June 30 - July 31, 2025*
 - **Event Dates:** July 24-27, 2025
- *Hard take down date

CIRCULATION

- **Adults 18+ June 30-July 31, 2025 Total Impressions: 3,285,758**
- *Estimated impressions based off of 2024

WE GET YOU COMIC CON GOERS AT THE CONVENTION CENTER

The San Diego Convention Center is considered the region's premier gathering place for Comic Con **offering over 2.6 million square feet of meeting space**. The convention center's convenient location in Downtown San Diego makes it easy to reach audiences as they travel to-and-from the event. Surrounded by restaurants, bars, a variety of museums, and art galleries - your message will permeate the streets before, during, and after events.

We offer the best coverage to reach and engage with audiences and visitors of the San Diego Convention Center! **Leverage our wall assets to increase your brand's market presence at Comic Con!**

SMARTSCOUT™ 2023-2024 LIFT (WALLS 1, 2, 3):

3.03%

OBSERVED IMPRESSIONS LIFT (COMPARISON OF JULY 2023 AND JULY 2024 DATA)

4.61%

OBSERVED IMPRESSIONS LIFT (COMPARISON OF COMIC CON WEEKENDS: JULY 20-23, 2023 & JULY 25-28, 2024)

COMIC CON FACTS & FIGURES

\$160M

2024 REGIONAL ECONOMIC IMPACT

399K

2024 HOTEL ROOMS

135K

2024 ATTENDEES

SOURCE: SANDIEGO.ORG, SANDIEGO.GOV, INSIDESANDIEGO.ORG, SMARTSCOUT™

DISCLAIMER: IMPRESSION, REACH, AND FREQUENCY DATA ARE NON-GUARANTEED ESTIMATES PROVIDED FOR INFORMATIONAL AND CAMPAIGN PLANNING PURPOSES ONLY.

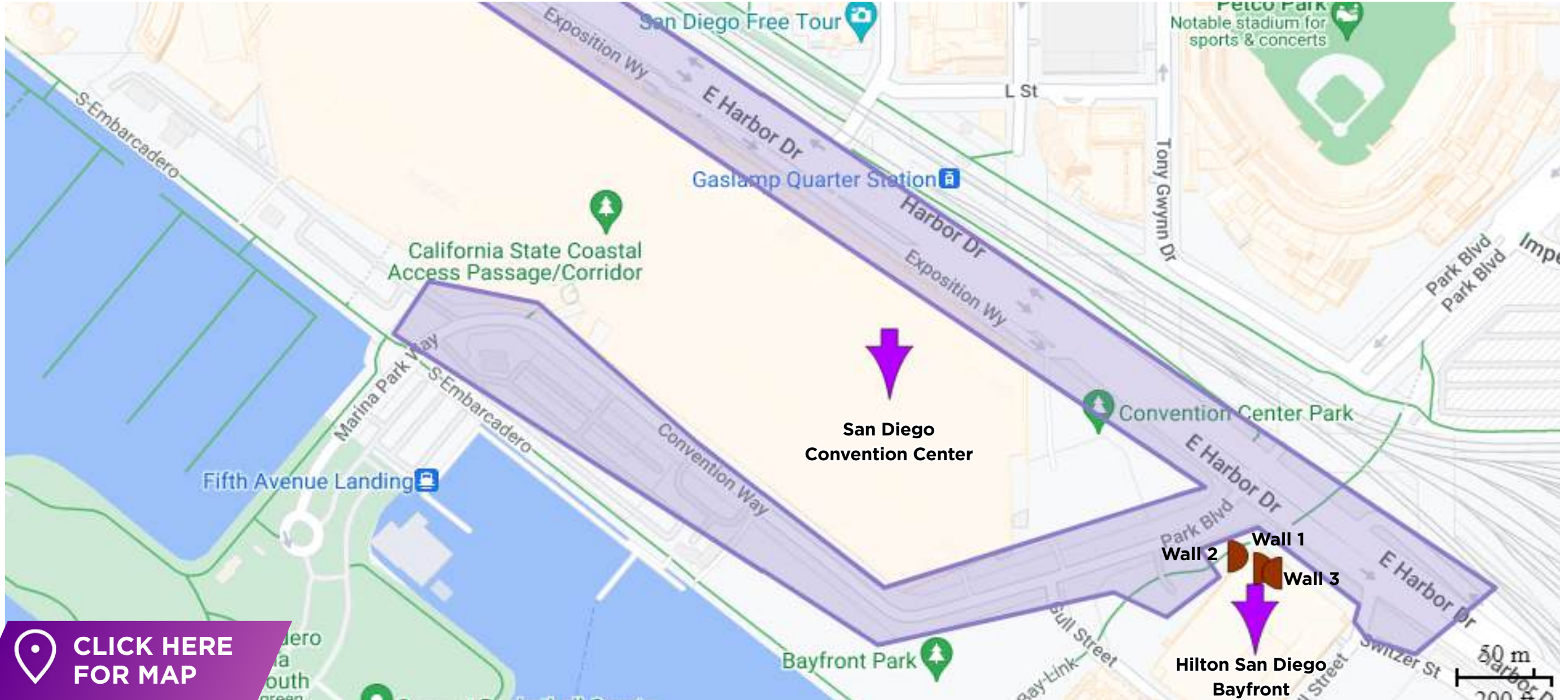
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OUTFRONT/

COMIC CON WALLS

FOOT TRAFFIC



[CLICK HERE FOR MAP](#)

COMIC CON 2025 WALL 1

OUTFRONT/

This vertical Wall faces west and catches vehicle traffic heading East on Harbor Drive and foot traffic walking towards the Gaslamp Quarter! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, this wall will capture the attention of attendees and more in a dominating, eye popping fashion.

PRODUCT INFORMATION

- **Size:** 78'6" x 21'
- [Click here for photosheet](#)

COVERAGE

- Downtown San Diego

CIRCULATION

- **Adults 18+ June 30-July 31, 2025 Impressions:** 1,055,401
- *Estimated impressions based off of 2024



SOURCE: GEOPATH 2024

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COMIC CON 2025 WALL 2

OUTFRONT/

This west facing wall appeals to vehicle traffic heading East on Harbor Drive and foot traffic walking across the bridge towards the Gaslamp Quarter! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, this wall will capture the attention of attendees and more in a dominating, eye popping fashion.

PRODUCT INFORMATION

- **Size:** 34'4" x 177'8"
- [Click here for photosheet](#)

COVERAGE

- Downtown San Diego

CIRCULATION

- **Adults 18+ June 30-July 31, 2025 Impressions:** 988,596
- *Estimated impressions based off of 2024



SOURCE: GEOPATH 2024

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COMIC CON 2025 WALL 3

OUTFRONT

This west facing wall appeals to vehicle traffic heading East on Harbor Drive and foot traffic walking across the bridge towards the Gaslamp Quarter! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, this Wall will capture the attention of attendees and more in a dominating, eye popping fashion.

PRODUCT INFORMATION

- **Size:** 43' x 60'5"
- [Click here for photosheet](#)

COVERAGE

- Downtown San Diego

CIRCULATION

- **Adults 18+ June 30-July 31, 2025 Impressions:** 1,241,762
- *Estimated impressions based off of 2024



SOURCE: GEOPATH 2024

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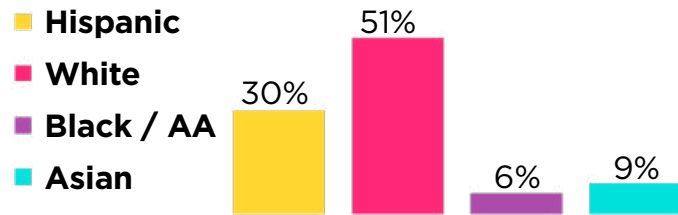
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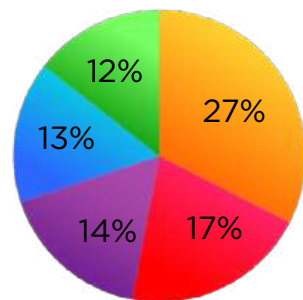


WALL 1, WALL 2, WALL 3 DEMOGRAPHICS

Race/Ethnicity

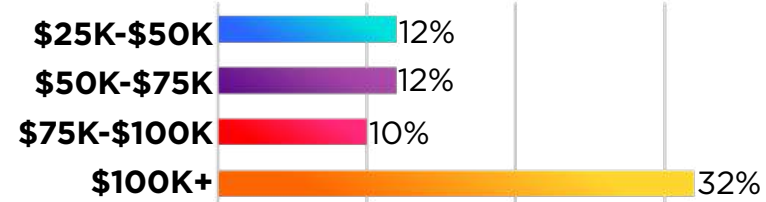


Age

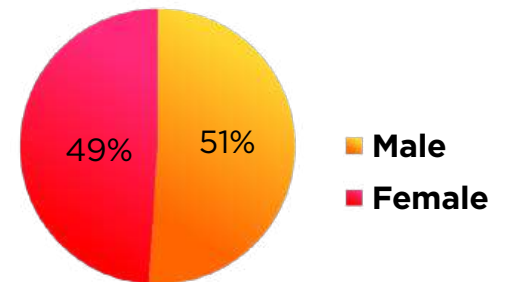


- 18-34
- 35-44
- 45-54
- 55-64
- 65+

Household



Gender



SOURCE: GEOPATH 2024

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