BANNER ADVERTISING

Reggaeville, December 2013
Content

- About Reggaeville
- User details
- Marketing on Reggaeville
- Banner advertisements
- Contact
About Reggaeville

Online Reggae magazine - news, dates, articles and more

- Reggaeville - world of Reggae in one village.
- Online magazine covering the **most recent** news, photos, videos, dates, festivals and more... **daily updates**.
- Most **comprehensive festival and concert agenda** fully integrated in profile concept of Reggaeville.
- Structured content in Artist/Festival profiles.
- **MyReggaeville**: subscription to favourite artists & festivals.
- Reggaeville contributors (writers, photographers) from all over the world!

- **Reggaeville.com** launched in July 2009 and found its origin in the popular sites reggaephotos.de and melodymakers.de.
About Reggaeville

World of Reggae in one village

- news
- photos
- concerts
- videos
- music
- reviews
- interviews
- articles
- releases
Facts and figures

Visits per month: ~ 200,000
Page views per month: ~ 489,000

[Statistics by Google Analytics: cleaned from robots, crawlers, spiders and other fake traffic.
Webalizer stats for Reggaeville.com: 365,545 visits per month, 1,913,000 page views per month]

Origin:
- Europe: ~ 55%
- America: ~ 36%
- Rest of the world: ~ 9%

Social communities:
- Facebook: more than 455,000 fans.
- YouTube: 21,500+ subscribers, 2,200 videos, 9.2 million views.
- Twitter: 29,000+ followers.
- SoundCloud: 21,100+ followers.
Why marketing on Reggaeville?

- Unique Target Group: Proven Reggae enthusiasts worldwide.
- Most recent content about Reggae - user returns to site very often.
- We offer high-visibility placements throughout the Reggaeville Homepage.
- Reggaeville is one more channel to acquire new customers and grow revenue for your business.
High-visibility placements throughout Reggaeville

Banner advertisements

Wide Skyscraper (160x600px)

Leaderboard (930x165 pixel)

More places and examples:

Magazine  Videos  Releases  Festivals
Banner advertisements

Examples
Rates and conditions

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Placement</th>
<th>Rotation</th>
<th>CPT*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>all pages</td>
<td>yes</td>
<td>€6,90 - $8,90</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>all pages</td>
<td>yes</td>
<td>€9,90 - $12,90</td>
</tr>
</tbody>
</table>

*COST PER THOUSAND

Booking examples:
Skyscraper: 50.000 impressions in two weeks: €345 / $448
Banner will be shown approx. 3.500/day.
Leaderboard: 40.000 impressions in one week: €396 / $516
Banner will be shown approx. 5.700/day.

Appearance  All banners will be displayed in rotation with other banners.
Payment    Invoice - Paypal (Worldwide) or Bank Transfer (Europe).

Promote your tour, festival, release, shop, etc...

Get in contact with us and place your request: advertising@reggaeville.com
## Campaigns

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Wide Skyscraper</th>
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<td><strong>CPT €9,90 / $12,90</strong></td>
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</table>

### 4 WEEKS / 28 days
- 5000 banner daily (= 140.000 banners) = 1386 Euro
- 4000 banner daily (= 112.000 banners) = 1108 Euro
- 3000 banner daily (= 84.000 banners) = 831 Euro
- 2000 banner daily (= 56.000 banners) = 554 Euro
- 1000 banner daily (= 28.000 banners) = 277 Euro

### 3 WEEKS / 21 days
- 5000 banner daily (= 105.000 banners) = 1039 Euro
- 4000 banner daily (= 84.000 banners) = 831 Euro
- 3000 banner daily (= 63.000 banners) = 623 Euro
- 2000 banner daily (= 42.000 banners) = 415 Euro

### 2 WEEKS / 14 days
- 5000 banner daily (= 70.000 banners) = 693 Euro
- 4000 banner daily (= 56.000 banners) = 554 Euro
- 3000 banner daily (= 42.000 banners) = 415 Euro
- 2000 banner daily (= 28.000 banners) = 277 Euro

**€1 = $1,30**
Get in touch!

REGGAEVILLE.com

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