

CUBED3

WORLDWIDE

NINTENDO

COVERAGE

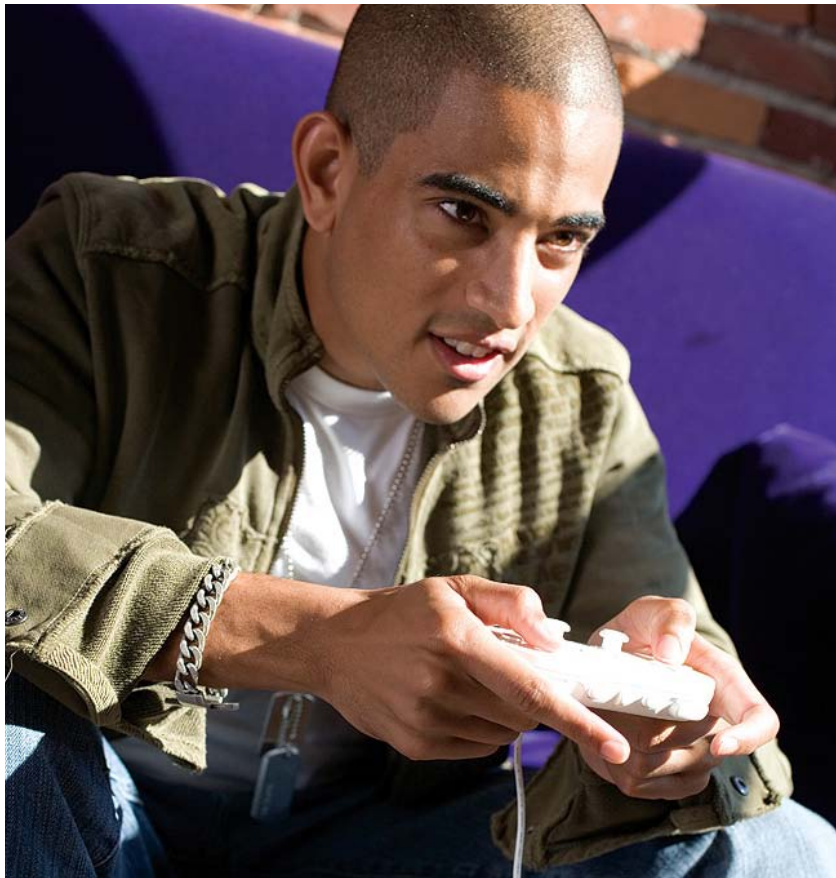


Spring / Summer 2015
Media Pack



www.cubed3.com

DEDICATED *COVERAGE*



Cubed3 is a leading online information resource with a core focus towards **video games and the latest consumer technology**.

Launched in **January 2003**, the website has had a consistent stream of daily updates spanning **three generations of Nintendo hardware**.

Cubed3 attracts **over 250,000 unique visitors per month**.

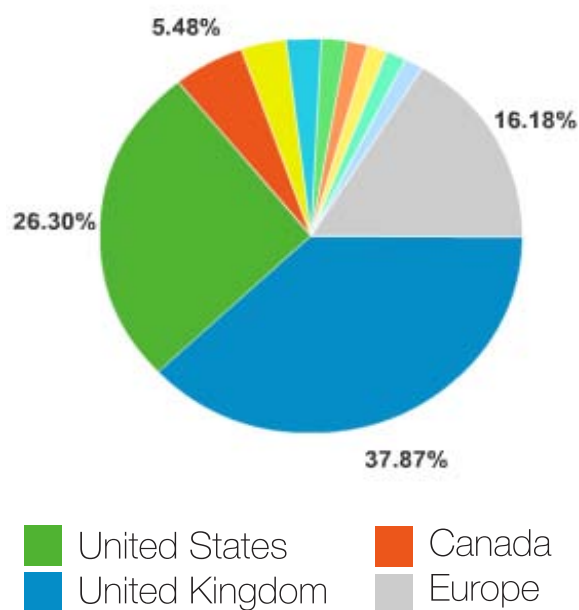
The website's core focus is tailored towards, but not limited to, Nintendo Wii U and Nintendo 3DS.

WEBSITE OVERVIEW

- Europe's leading dedicated Nintendo news portal.
- Daily worldwide coverage, news and analysis.
- Multiple advertising placements and **bespoke campaigns**.
- **Integrated price comparison engine** for Nintendo Wii U, 3DS, Wii and DS products.
- Over **60% new visitors from organic** search engine traffic.



PURCHASE READY *READERSHIP*



- Our readership is based in over 188 countries, including the UK, Europe and the United States.
- **93% of visitors are English speaking.**
- Over **90% of visitors are in the 13-30 age bracket**, 70% of these between 18-25.
- Over 75% of visitors are male, aged 16-25.
- Over **95% of visitors use high speed broadband or mobile.**
- **50% of new traffic visit the price comparison/shop pages** to look for the latest promotions.
- 60% of returning visitors check the website at least **once per day.**
- Strong organic presence, with referrals from Google, Facebook, Yahoo and News Now.

MONTHLY STATS

Unique Visitors	250,000
Page Views	550,000
Time on site	4.38
New Visitors	69%
Returning Visitors	41%
English Speaking	93%

VIDEO GAMES
ARE OUR
PASSION
AND FOCUS



ADVERTISING SOLUTIONS

Cubed3 has a range of advertising solutions available to publishers and also have the functionality to create and maintain custom, bespoke campaigns. Seasonal and multi-week discounts are also available.

The screenshot shows a website layout with several advertising spots. A red banner at the top is labeled 'C Leaderboard'. A large green area on the left and right sides is labeled 'E Takeover Background'. A purple rectangle on the right side is labeled 'A Rectangle'. A smaller purple rectangle below it is labeled 'B Small Rectangle'. An orange rectangle at the bottom right is labeled 'D Half Page'. The main content area features a 'Latest Nintendo Wii U, 3DS News & Features' section with a video player and three article snippets.

A. RECTANGLE

Dimensions	300 x 300 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£220 / week

B. SMALL RECTANGLE

Dimensions	300 x 250 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£200 / week



ADVERTISING SOLUTIONS

C. LEADERBOARD

Dimensions	728 x 90 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£300 / week

D. HALF PAGE BANNER

Dimensions	300 x 600 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£360 / week

A + C. ROADBLOCK

Dimensions	728 x 90 px 300 x 300 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£400 / week

A+D. ROADBLOCK XL

Dimensions	728 x 90 px 300 x 600 px
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£500 / week

A,C,E. SITE TAKEOVER

	Background: 1920 x 1024px
Dimensions	Banners: 728 x 90 px 300 x 300 px 300 x 600px (left/right)
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£620 / week

D,C,E. SITE TAKEOVER XL

	Background: 1920 x 1024px
Dimensions	Banners: 728 x 90 px 300 x 600 px 300 x 600px (left/right)
Pages	All
Fold	Yes
Formats	Image, Flash
Price	£700 / week



ADVERTISING *SPECIFICATION*

Whether your campaign contains an interactive video or visually appetising banner, we have a **strong passion for our brands and social media**.

We work closely with publishers for a product and brand driven approach to maximise potential and keep campaigns relevant and interesting.

Our in-house design team can also provide a full service including animated and video.

File Formats	JPG, GIF, PNG, Flash, GIF, HTML, Basic Javascript
Video	Yes - audio disabled on load
Audio	Yes - audio disabled on load
Maxium File Size	Up to 120kb per unit recommended, subject to approval

SPRING/SUMMER *DISCOUNTS*

For extended campaigns beyond one week we offer competitive discounts for consecutive weeks.

2 weeks	10% off both weeks
3 weeks	Third week half price
4 weeks	20% off total campaign

PAYMENT TERMS

All prices outlined in this media pack are after discount and including all charges. We accept cheque or BACS (preferred), within 28 days of booking.

Account Holder	Cubed3 Limited
Sort Code	20-37-16
Account Number	73840360

CONTACT US

We hope to work with you on future product campaigns, providing a customised and flexible solution for maximum exposure and social potential.

Our audience lives and breathes video games, technology and digital entertainment.

To discuss advertising please contact us at the following address:

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