

ΣΡΑΤΖΙΒΑ

AD-RATES

SPATZIBA.COM OVERVIEW



HOME SKATE SNOWBOARD SURF SKI ROCK POP HIP HOP ART FASHION BLENDER

PROFILE ADMIN LOGOUT

SPATZIBA



LATEST POPULAR EDITOR'S PICK FEATURES SPATZIBA.TV CALENDAR TAGS

Surf - News

All about split seconds...

A nice example on how to fill your wettie with holy shit!

[Read more](#)



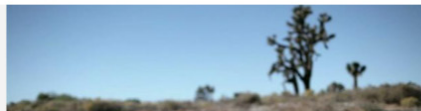
AD

AD

Pop - News

Rubber

Rubber, the new movie of Quentin Dupieux (Mr Oizo)



FUCK!
YEAH!

SPATZIBA IS THE FUTURE OF YOUTH ENTERTAINMENT ON THE WEB

THE IDEA

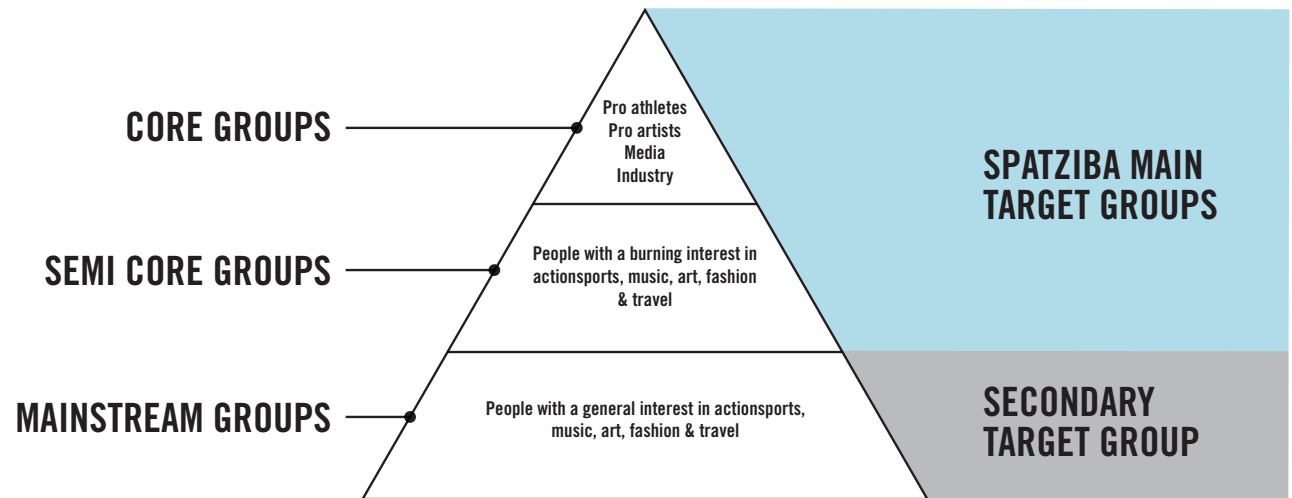
SPATZIBA began when a group of friends and collaborators came together to say, "Today, we represent some of the key voices of contemporary youth culture. Tomorrow, we can unite to become THE voice." The concept is to make a youth oriented online magazine with original content unlike any other. We are a filter, a TV channel and a magazine in one. We will give you the news from as close to the source as possible, making you feel a part of the scene, as never before. Add a heavy dose of humor and attitude and the idea that you can show whatever you want, and you have got SPATZIBA!

DEMOGRAPHICS



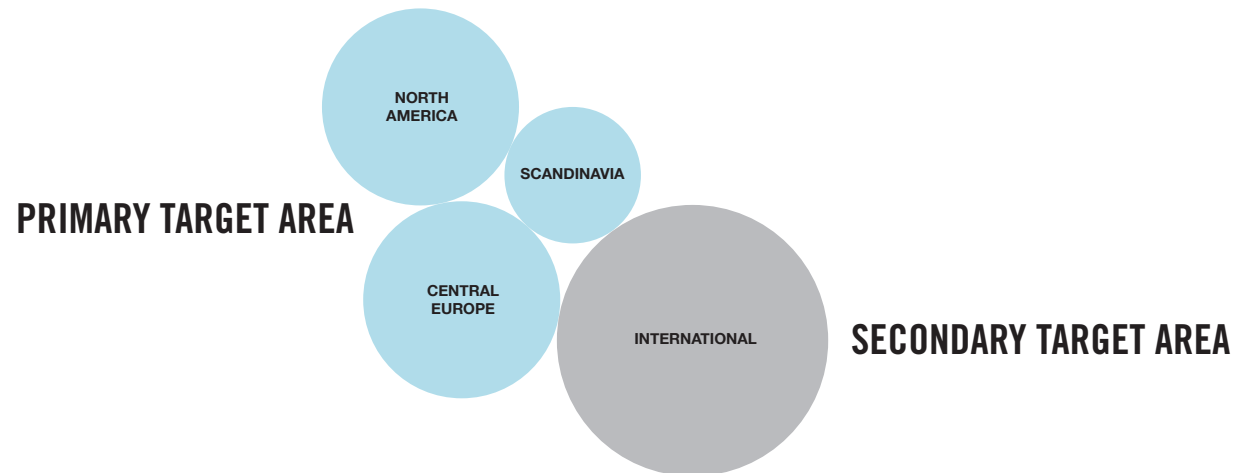
TARGET GROUP

Our primary target group, are aged 15-26. Our secondary target group and audience are people between 12-35, but everybody with a "young at heart" feel can relate to our product. Both groups are 75% male, with a passion for lifestyle sports, music, art, fashion and/or travel. They are frequent web users and have an above average sense of finding trends and keeping up with the latest news. Even our slimmest topics will stand by themselves as a product or service of its own. At first we will focus on the opinion leaders and core readers within these specific topics. And we believe that the mainstream mass will follow.



TARGET AREA

Our main target area for the first years will be Europe, Scandinavia and North America. While we have a general international site, most traffic will go through a series of regional-specific sites, meaning that, based on ip-addresses, we can decide what to show or not for that country in particular. This will also allow us to host unique, mother tongue advertising on the sites. After setting up a good base in these areas we will expand our regional domains worldwide.



ADVERTISING



CONTENT TARGETING

Each SPATZIBA category is presented on their own stand-alone site, loaded with category-specific content. If you are into skateboarding, SPATZIBA.com/skate will be your primary stop on the web. This enables you to choose in what categories/sites you want to show your ads. Here are the different pages/categories that will be represented on the website:

HOME SKATE SNOWBOARD SURF SKI ROCK POP HIP HOP ART FASHION BLENDER FORUM

GEOGRAPHICAL TARGETING

In order to broaden the service for our advertisers and visitors we have enabled the possibility to target the advertising geographically. Meaning you can customize your campaigns from a local ad to a global campaign. Here are the regions that we can offer:

- GLOBAL
- AUSTRALIA/ NEW ZEALAND
- U.S, CANADA
- NATIONAL
- EUROPE
- LOCAL

RATE-CARD: SPATZIBA.COM



TIER 1:TRADITIONAL



HOME **SKATE** SNOWBOARD SURF SKI ROCK POP HIP HOP ART FASHION BLENDER

REGISTER LOGIN

SKATE



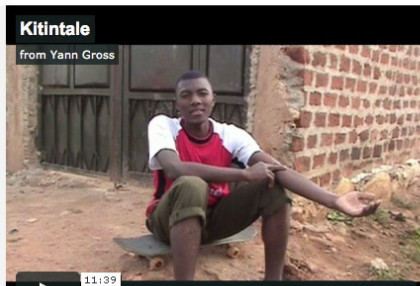
LATEST EDITOR'S PICK FEATURES CALENDAR TAGS

Film

Skateboarding in Uganda

So you thought that your spots were bad? Think again and make the best of the situation, just like the skaters at Kitintale skatepark in Uganda.

[Read more](#)



AD

Film

In Search of the Miraculous

On Saturday May 15th, Pontus Alv's latest film, *In Search of the Miraculous* will be world premiering in Malmö, Sweden.



**FUCK!
WEAVE!**

BLOG-BANNER

745 x 24520 € CPM*

Price example: 100 000 page views = 2000 €

SKYSCRAPER BANNER

185 x 60018 € CPM*

Price example: 100 000 page views = 1800 €

* CPM = cost per thousand page views

RATE-CARD: SPATZIBA.COM



TIER 2:VIDEO

The screenshot shows the Spatziba website interface. At the top, there is a navigation bar with categories: HOME, SKATE, SNOWBOARD (highlighted), SURF, SKI, ROCK, POP, HIP HOP, ART, FASHION, BLENDER. There are also links for REGISTER and LOGIN. The Spatziba logo is on the left. Below the navigation, the main heading is 'SNOWBOARD'. A 'FEATURE' section highlights 'DIARY - EPISODE 1/1' with a 'presented by:' field. Below this, there are navigation links: LATEST, EDITOR'S PICK, FEATURES (highlighted), CALENDAR, TAGS. The main content area is a video player showing a person in snow gear. Below the video, the title is 'Diary: Knut Eliassen best powder day ever.' with a subtitle 'No friends on a powder day.' At the bottom, there is a user profile for 'Portiampus' (20 Apr 2017) and a comment section for 'Knut Eliassen, Diary' with 2 comments and social media icons for Gilla, Facebook, and Twitter.

PRESENTING SPONSOR

185 x 9513 € CPM*

Price example: 100 000 page views = 1300 €

VIDEO PRE-ROLL (AVAILABLE SOON)

15 sec of video pre-roll ad before all videos28 € CPM*

Price example: 100 000 page views = 2800 €

SHOW SPONSORSHIP

Presenting sponsorship of any Spatziba program –including top and tail branding, title card inclusion and other elements. All details and specific requests are engineered on a case-by-case basis. Specific information is available upon request. Benefits: Unlimited number of views from being downloaded and Podcasted indefinitely.

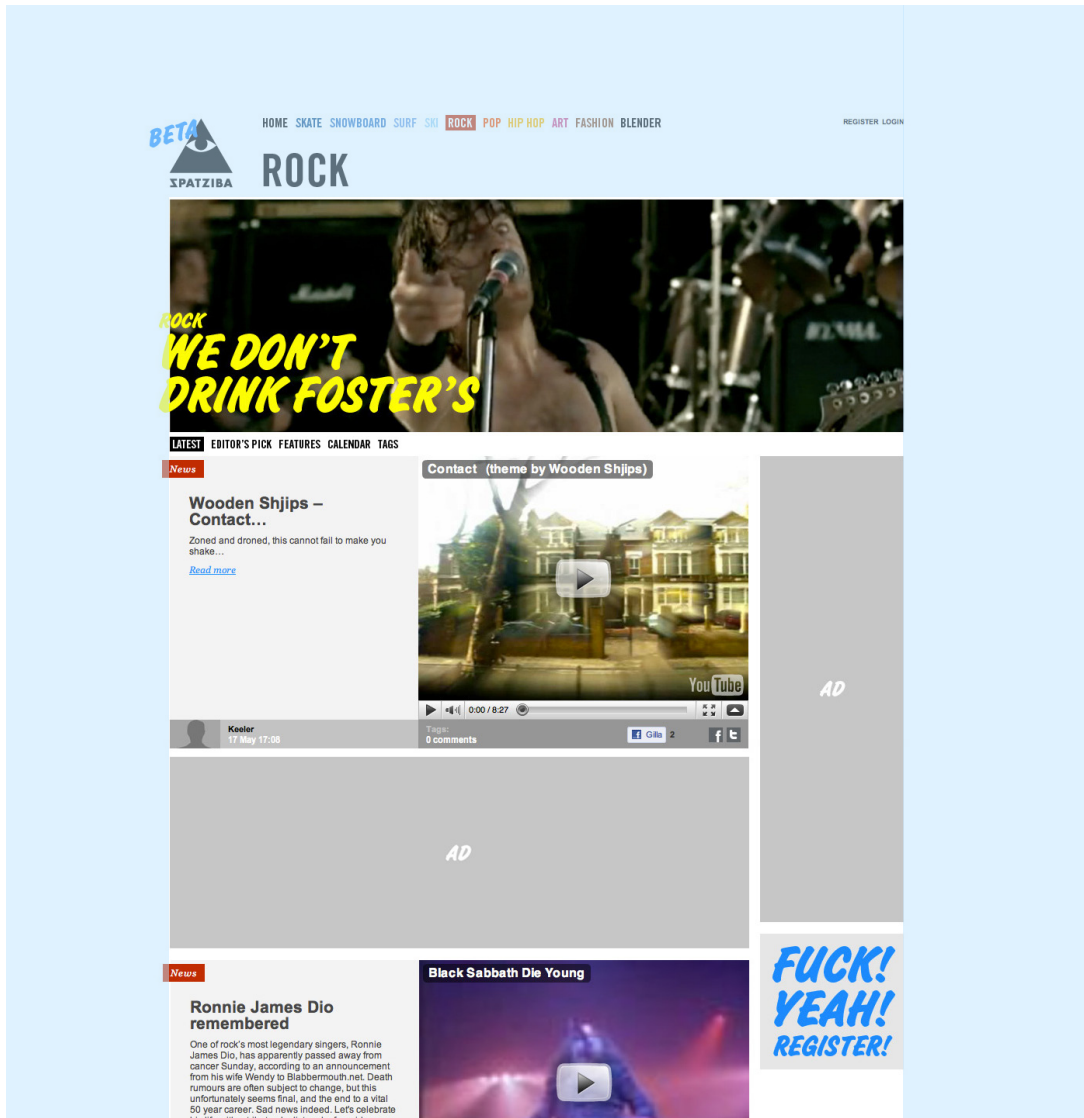
.....RATES UPON REQUEST

* CPM = cost per thousand page views

RATE-CARD: SPATZIBA.COM



TIER 3: CUSTOM



BRAND INTEGRATION

Brands seeking a more dynamic exposure and a deeper level of involvement can reach their consumers in a more credible way by partnering with different programs or channels that offer seamless alignment.

CUSTOM SKIN /BACKGROUND CREATIVE

A wallpaper/site-skin using brands product or other elements, resulting in a highly impactful yet unobtrusive way

.....RATES UPON REQUEST

RATE-CARD: SPATZIBA.COM



TIER 3: CUSTOM

EVENTS

Be a co-sponsor to one of our events, such as parties, sport events or a band gig.RATES UPON REQUEST

EDITORIAL

Editorials on certain sponsored events, films or other content that your brand delivers.....RATES UPON REQUEST

NEWSLETTER

Our newsletter will be released twice a month with the head news and features.....RATES UPON REQUEST

SPECS & SUBMISSION INFO



TRADITIONAL ADS:

ACCEPTED FORMATS:

- GIF, JPEG, Flash*

*For Flash ads hosted by SPATZIBA.COM, click tracking cannot be enabled without proper clickTAG s. SPATZIBA.COM cannot provide technical assistance in coding.

- All ads will be examined by Spatziba prior to publication.

DUE DATES, SUBMISSION METHODS:

- Lead time for all banners: 3 business days before launch
- Submission via email: please direct to your sales rep

GUIDELINES:

- Max file size on all banners: 40k
- Audio and video in all banner ads must be user-initiated. Pause/Mute button must be included.

CUSTOM SKIN AND PROGRAMS

- Assets for Custom Skin/Background Creative must be received 10 business days before launch.

VIDEO ADS:

ACCEPTED FORMATS:

Will be announced soon.

DUE DATES, SUBMISSION METHODS:

Will be announced soon.

GUIDELINES:

Will be announced soon.

REPORTS & TERMS:



REPORTS:

We're using Google's ad system Double Click for publishers for handling of advertising and statistics. We can supply you detailed statistics about the campaign during the campaign and upon its end date.

TERMS:

Prices refer to publish ready advertisement. Material must be delivered to us no later than three days before starting date. Cancellation of campaign must be at our notice at least 14 days before the campaigns planned start date. If we receive your cancellation later than that, 50% of the advertising cost is invoiced. Terms of payment is 10 days after the campaigns end date. Prices are stated excluding VAT.

SPATZIBA ONLINE CONTACTS



DIRECTOR OF AD OPERATIONS

SEBASTIAN GARHAMMER

Tel: +46-70-6588856

E-mail: seb@spatziba.com