



4play2nite advertising information

Welcome to 4play2nite's advertising information page. We recognize that our site is still in its infancy but we are growing expeditiously every day. Launching the full site on August 30, 2009 after almost a year in full development, and over seven weeks in beta testing phase we are now accepting banner advertisements. The goal with our advertisers is to build a relationship that we both can grow into. Keeping this in mind, we want to make this as simple as possible so our team has decided to use a flat rate costing structure for all advertisers. We are offering a monthly and quarterly package with two variables.

Pricing

All ads will run in a skyscraper banner style 160 X 600 or 120 X 600

Packages	Lobby Only	Other Pages	Lobby and All other Pages
Monthly	\$75.00	\$60.00	\$125.00
Quarterly	\$220.00	\$175.00	\$370.00

All ads will run in a skyscraper banner style 120 X 240

Packages	Lobby Only	Other Pages	Lobby and All other Pages
Monthly	\$60	\$45.00	\$90.00
Quarterly	\$175.00	\$130.00	\$265.00

Other pages- The majority of the site has skyscraper ads; blog section, Fab-4play articles, photos & games, groups section, and the members section. There are a few pages like the help page, FAQ's, etc. that do not.

Stats

Here are some easy to understand statistics on our site, **No BS** just straight talk:

- 76.46% of the people visiting 4 play2nite.com are new visitors
- 5.0 page views per person (average) landing somewhere at 4play2nite
- 4:30 the average time a person spends on 4play2nite
- 23,153 page views in the last rolling 30 days
- 5033 visitors to our site in the last rolling 30 days
- 3914 new unique visitors to the site in the last rolling 30 days
- 59% increase in visitors in the last 30 days

Technical

Our banner ads roll every 11 seconds, which means your advertisement will be statistically seen at least 2 times by every person that enters our site or 7,800 times per month (as of Oct. 3, 09). The ads are hosted on our site and can be jpg, flash, gif, and png. The size must be 49kb or less. You can have the link as simple or complicated as you like. i.e. Google analytics, etc. The link will open a new window. Also, the lobby ads must be “PG-13”, as the lobby is public. The other pages can be R+. If you opt for lobby and other, you can have two separate ads if you choose.

Future

In the near future 4play2nite will begin video advertising in our media sections. We will be giving advertisers the opportunity to run pre-roll, post-roll, page peel, pop-ups, etc... the opportunities are endless.

Summary

In summation, this is your opportunity to become an advertiser with our company while the elevator is still on the ground floor, our numbers show we are doubling page views monthly. Take advantage while the rates are low; the 90 day (quarterly option) rate is locked in even as the monthly rates continue to increase.

Contact

You can email us at advertising@4play2nite.com with questions. Our response time is less than 24 hours.

Thank you and we look forward to working together.

Sincerely,

The Team at 4play2nite