

ADVERTISING OPTIONS

Banner Size and Position	Rotation (price per 1000 impressions)	No rotation (prize per month)
Full Banner 468x60 (header and above articles title)	5 eur	1000 eur
	3 eur	1500 eur
Large square 150x150 (above fold, left column)	2 eur	500 eur
	1 eur	700 eur
Square 125x125 (above fold, right column)	2 eur	300 eur
	1 eur	500 eur
Rectangle 150x50 (above fold, left column)	2 eur	300 eur
	1 eur	500 eur
Rectangle 100x50 (above fold, right column)	2 eur	250 eur
	1 eur	400 eur
Tower 120x600 (above fold, left column)	5 eur	1000 eur
	3 eur	1500 eur
Tower 160x600 (above fold, left column)	5 eur	1100 eur
	3 eur	1700 eur

Main Page: 30 000 visits/day on average

All Pages: 100 000 visits/day on average

- * ANY ADVERTISEMENT ABOVE THE FOLD IS AVAILABLE BELOW THE FOLD WITH 50% DISCOUNT
- * 6 MONTHS ADVERTISEMENT - 10% DISCOUNT
- * FLASH OR ANIMATION +10%

New formats available:

Cost per click

Any position can be hired at Cost per click basis i.e. you pay only for the visits directed from Chessdom to your site. The price for a single click is 5 cent and the minimum package is 5000 clicks.

Sponsor a commented game

Every commented game on Chessdom begins with special thanks to the sponsors of the game (example here <http://games.chessdom.com/carlsen-kramnik-london-chess-classic>). This is a permanent advertisement that will be reviewed many times by the readers. At the game day more than 10 000 users will view the commentary and minimum 1000 of them will check out the advertiser's site.

Price: 50 eur / link in one game

Promotional article

Promote your tournament, product, or service via an article on main page of Chessdom

Prize: 100 eur / article

Package: 250 eur / 5 articles

Video advertisement

Your video will be integrated in an article or on the sidebar.

Price: 5 cent / video play