



eSports
bet.club

Media Kit - Advertising



introducing EsportsBet.club the Premier Destination for eSports Enthusiasts

EsportsBet.club proudly stands as a prominent Canadian website leading the charge in the dynamic realm of eSports. With an unwavering commitment to delivering exceptional coverage, this digital platform has emerged as the go-to destination for gaming enthusiasts across the globe.

Owned by Easy-Design Ltd., headquartered in London, EsportsBet.club thrives on an unyielding passion for eSports. Its team of experts leaves no stone unturned in their quest to provide the most comprehensive and up-to-date information available.

Boasting an extensive library of over 35,000 articles and videos, this digital haven serves as a vital hub for anyone seeking to delve into the exciting world of professional gaming.



Advertising Packages

Rotating Advertising Banners

In keeping with international trends, our banners are being rotated with each new visit of a webpage or a news item, to match those utilized by major international portals. Ads are enhanced to maximize exposure across all devices, including smartphones and tablets. Large banners make it easier for advertisers to get their message across, which will yield better results.

The concept of rotating ads involves displaying different advertisements within the same banner placement. Instead of a static ad, the banner space is programmed to dynamically switch between multiple 10/10 advertisements.

One of the key benefits of rotating ads is that it helps prevent banner blindness. Banner blindness refers to the phenomenon where users become accustomed to seeing the same ad repeatedly and eventually ignore it.

By introducing variety through rotating ads, the chances of capturing users' attention increase significantly, as each new ad offers a fresh view and message.

These are the animated banner options we offer:

Billboard Banners

Media Size: 1280x310 pixel

month €4.00

Sidebar Banners

Media Size: 530x298 pixel

month €250

Skyscraper – Free Games

Media Size: 490x650 pixel

month €100

The above rates are based on 10/10 rotating advertisements.

Top Bonus – Casino Banners 4/4

Media Size: 490x117 pixel

month €300

Odds Pages – Side Banners 6/6

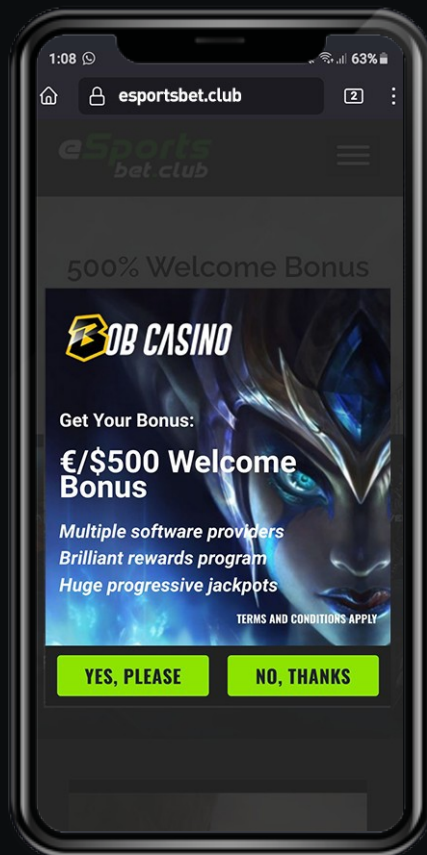
Media Size: 320x300 pixel

month €100

File format: JPG, PNG, GIF or animated GIF.

Size 250KB (Billboard & Skyscraper), 150KB (others).

NEW Advertising formats that won't go unnoticed



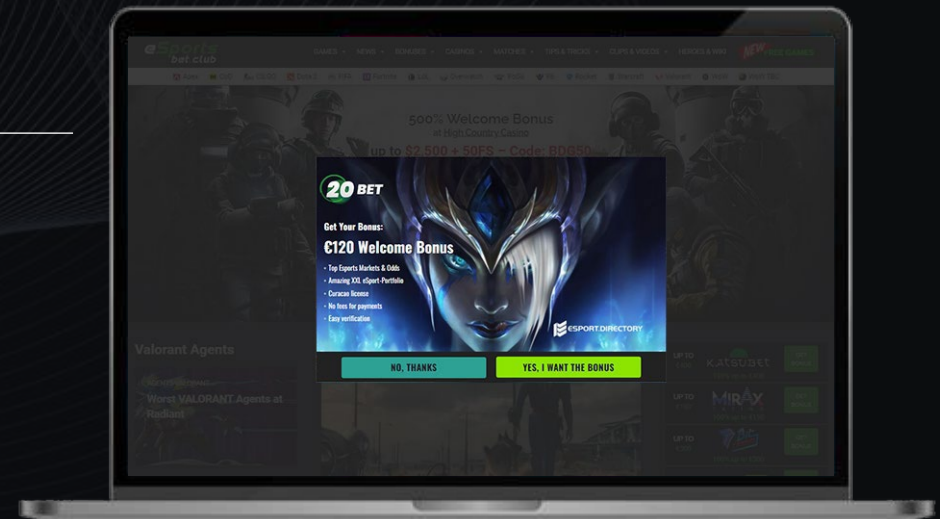
Full-screen Pop-up ad

Exclusive to mobile, this ad is all about getting noticed. The concept is simple yet super effective. After 30 seconds (pop-up), the ad is displayed in full view and takes over the full screen. There's no way your ad will be missed.

1 month €800

The above rate is based on single occupancy – **no rotating ads**

Media size: 450x600 pixel, File format: JPG, Max. Size 150KB



Desktop Takeover Pop-up ad

Available on desktop, this ad guarantees maximum reach and exposure. Running after 30 seconds (pop-up) on the homepage and all other pages throughout the duration of the campaign, the ad will be the only one of its kind running on the site at any given time.

1 month €1,000

The above rate is based on single occupancy – **no rotating ads**

Media Size: 720x720 pixel, File format: JPG, Max. Size 250KB

Text Area for Screen Takeover: Any text is to be included in the center of the banner artwork.

NEW Advertising formats that won't go unnoticed

Video Ad

There's no doubt that video is an extremely powerful form of advertising, with Video Ads being the most innovative - a game changer in the digital world.

So what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all games pages and becomes visible, with auto-play as users when entering the games pages.

1 month €200

The above rate is based on single occupancy

File format: YouTube/Vimeo link or .mp4

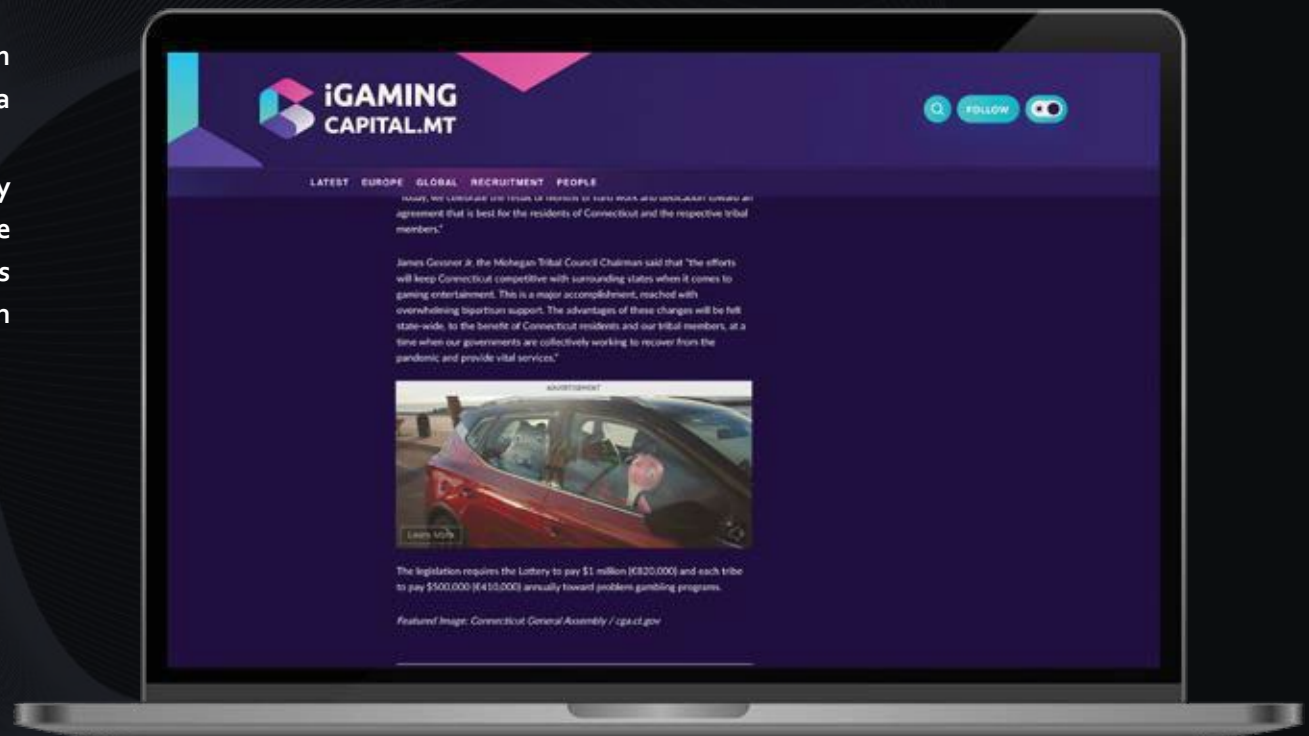
Max. Size 8MB

Ratio: 16:9

Dimension: 1280x720px

Video Duration: 15/30 sec

FPS: 24



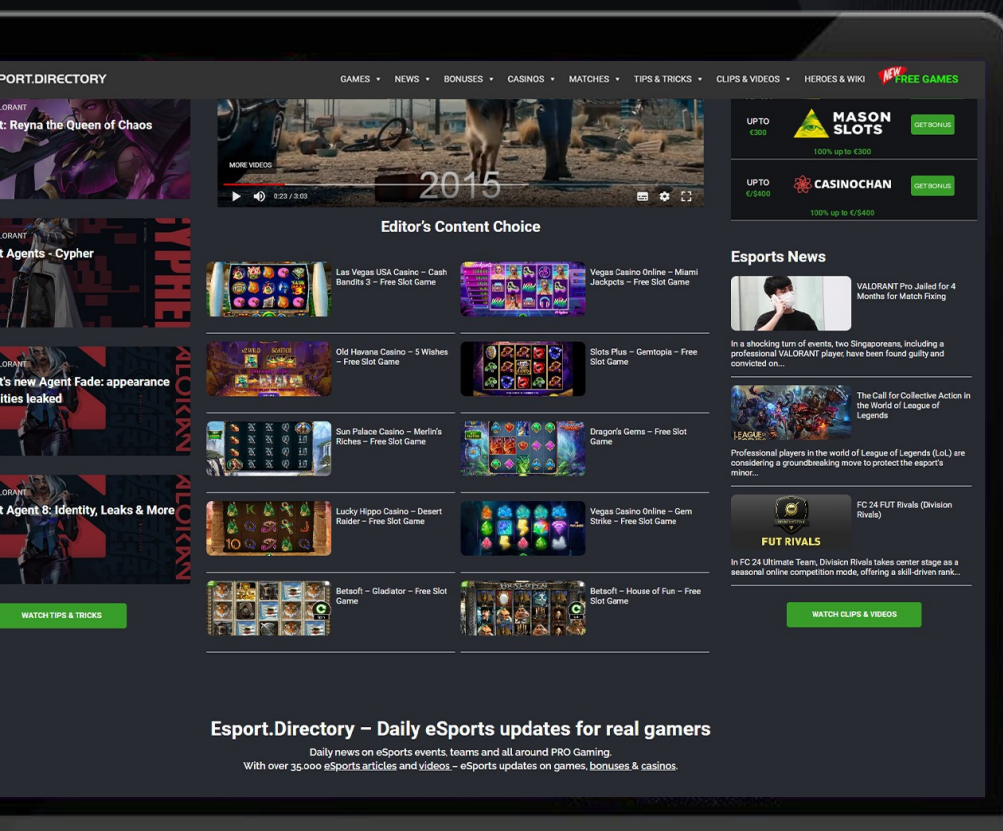
Sponsored Content (Editor's Content Choice)

€750 (includes Journalist & Graphic Fees)

Sponsored Content is considered one of the most effective means of modern digital marketing. Through it, advertisers can reach an audience in a seamless way and without disrupting the flow of content reaching the end user. Sponsored Content is essentially online content created for paid promotion, which does not use a traditional ad format such as a banner ad, but includes editorial content such as an interview, a case study, a casino or slot review, or a new product offer, such as a welcome bonus etc.. This content (a total of 10 "Editor's Content Choice" articles) will be displayed on Homepage under the Introduction Video.

The Process

The information are handled by one of our business writers and then passed on to the client for approval. Such information can be send by email or in case of an interview can be carried out on Skype or in person in Malta. Once uploaded it is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will ensure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Twitter. Additional exposure will also be given through our LinkedIn page. The Sponsored Content offer includes digital marketing to the assigned journalist, as well as graphic designer fees.



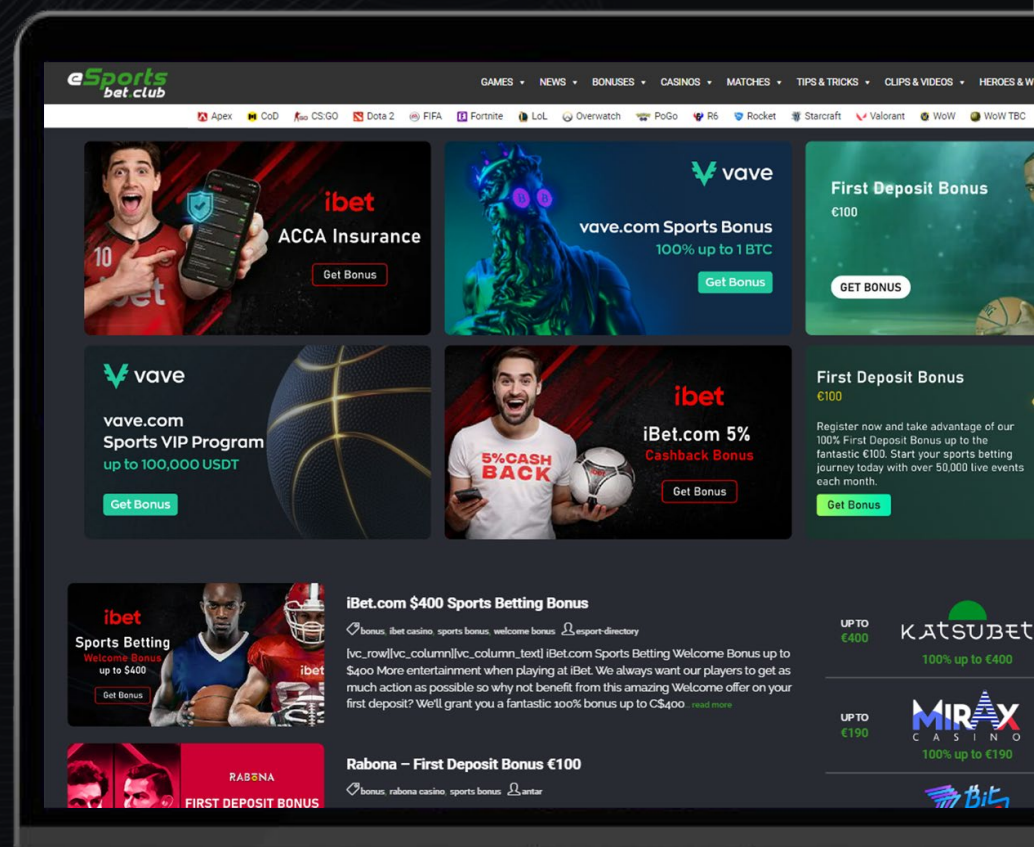
Quick Briefs – Category Sticky Posts

€750 for 3 short features or €300 for 1

Your company is constantly in need of communicating its message to the iGaming industry at large, be it affiliates or players. On many instances you want to get your news out fast, no matter if it is a new bonus offer or an exciting new slot. This Quick Brief stays on top of the category for up to 30 days. We've created the Quick Briefs to provide you with such a platform where you can be concise and quick, using a maximum of 750 words + max 2 images per article, which would be supplied by yourself and reviewed by our editorial team. If you purchase a bundle of three, you can use the bundle within 12 months (from date of purchase).

The Process

Once you send the text, our business writers will proofread your text and will apply any necessary tweaks to bring the feature in line with the portal style guide. Images of a high quality must also be supplied together with the text to give better context to the post. Once it's ready to go, our digital marketing specialists will apply all the necessary tools to ensure your news is viewed by as many people as possible. Additional exposure will also be given through EsportsBet's social channels, such as Twitter and LinkedIn, where we will post and also boost for you!



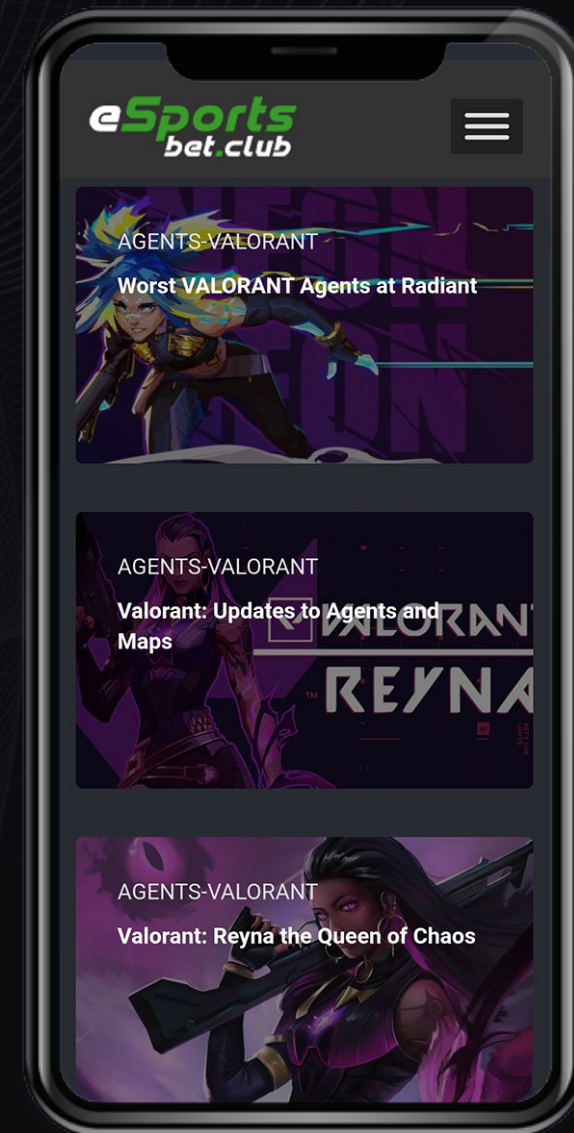
Blog/News

€200 per blog post

Are you an expert in your field and keen to share your knowledge with the world? Then posting a regular blog on EsportsBet.club is the best way to go. Blogs are written by professionals on subjects ranging from insider industry insight, to a discussion on relevant legislation, or just on a new slot game. Voice your opinion and be heard by leading industry professionals. Our News Articles are share to social media, like Twitter, LinkedIn ...

The Process

It's simple. Grab your keyboard and get typing because that's all you need to do to get your message across and then leave the rest to us. Blog posts should be around 700 words long, and include the name of the author, bio photo and designation within the company. Once we receive your material it will be proofed by one of our journalist's, uploaded and posted to our social media platforms and boosted.



Official Partner Status €5,000

With an Official Partner Status you will gain access to EsportsBet.club whenever you need it! Through this 12-month partnership, your organization will get into a league where you can count on our support whenever you need it. So if your company has launched a new product, has a major announcement to make or an important statement to communicate, you can count on us - you will be able to rely in our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular social pages too, both on Twitter and LinkedIn.

Gaining the status of an Official Partner of EsportsBet.club is indeed prestigious and is reserved privilege for brands that match the character and personality of the EsportsBet.club brand. But besides gaining status and prestige, an organization that becomes an official partner of EsportsBet.club will also benefit from the following:

1 An animated online advertising banner at 10% occupancy for 12 months

on the homepage as well as in the articles section, which can be changed if you please. With the Official Partner Status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 banners concurrently on other months, the official Partnership program is adaptable enough to accommodate a bespoke approach that's tailored to your needs.

2 Sponsored content articles published on the portal on demand.

Whenever you have news to communicate to the iGaming community, companies, business leaders, people in management and professionals, and people in business that work closely with the industry, you can make use of our portal, and our popular social pages on LinkedIn and Twitter to reach out - the relationship at this level caters for an ad hoc approach, tailored to your requirements. Fair usage policy applies of course.

3 Your logo will feature within footer on each and every page of the site, including articles and our homepage.

Your logo will be clickable and will lead to any URL of your choice, whether it's your website, Facebook or Twitter page, etc.

TERMS & CONDITIONS

Advertising and Production Rates are exclusive of VAT

Advertising Rates exclude artwork production

Artwork Creation: €50,00 - Artwork Resizing: €20,00

A fee of 50% will be charged by early cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.

Artworks must be sent to our offices five working days before the commencement of the campaign.

If the material is sent any later, the advertising campaign can't be extended beyond the agreed dates of the booking order.

Invoices will be issued upon confirmation of booking. Terms of payment - 14 days from the invoice date.

For more information contact: the Advertising Sales Department and send an email to info@easy-design.eu