



**PROPELLER ADS MEDIA**

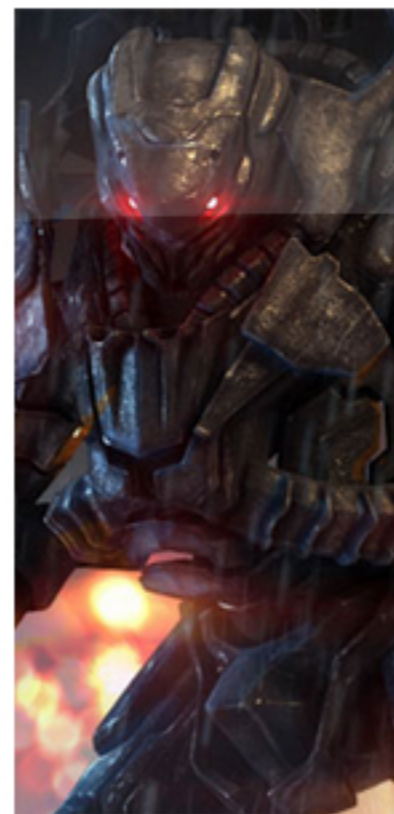
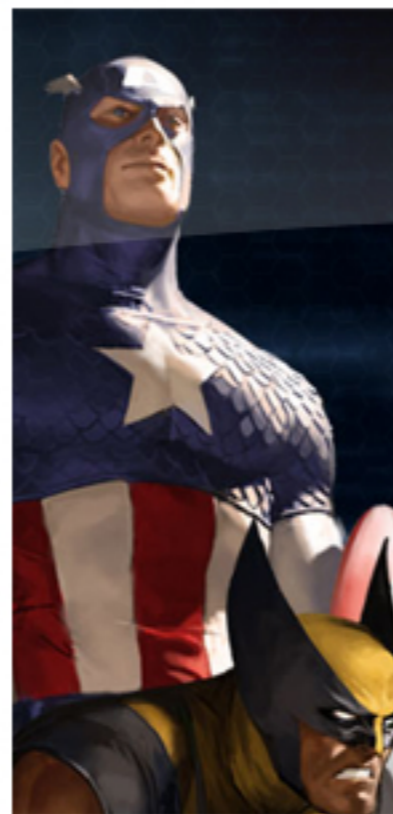
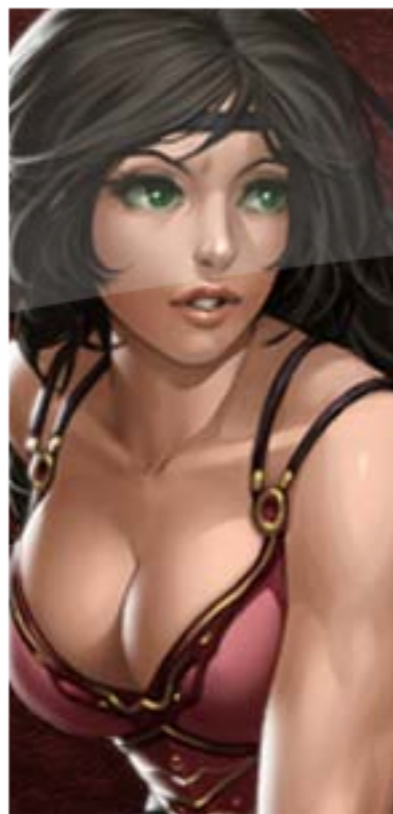
For games and mobile



Web games promotion

# PROPELLER ADS MEDIA

Web games promotion ▶ Our advertisers



## Payment models

CPM - cost per one thousand impressions  
CPC - cost per click  
CPL - cost per lead, registration  
Site skin - fixed rate

## Targeting

We target by country, browser language, browser, OS.

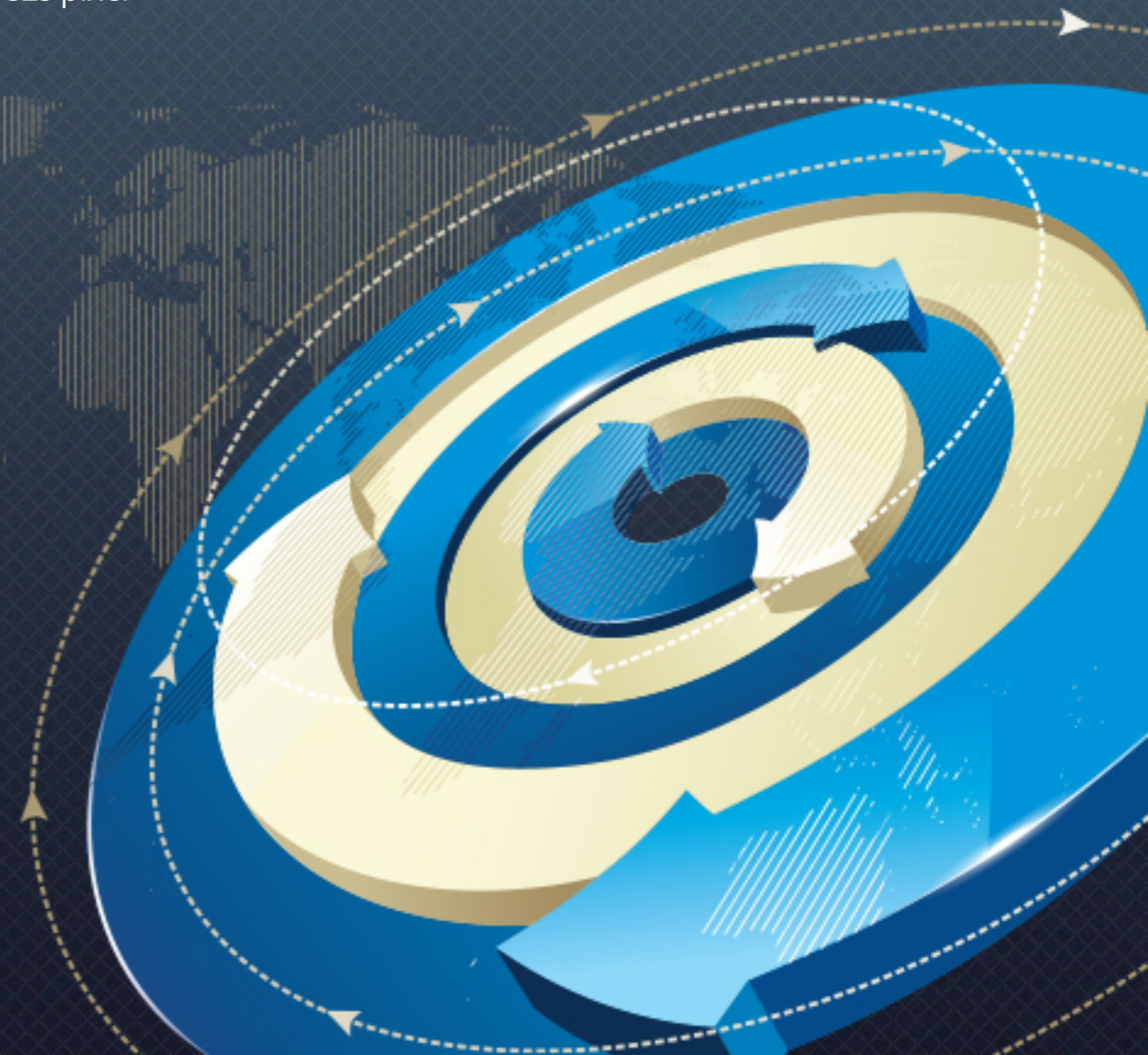
## Inventory

BANNERS : DAILY VOLUMES AVAILABLE: 120 mln imps, top geos: IN, US, GB, NL, DE, FR, ID, EG, IT, SA, PK, JP, CA, BR, TR, AU

CLICKUNDER: DAILY VOLUMES AVAILABLE: 60 mln imps, top geos: US, DE, ES, IN, PL, GB, BR, IT, FR, RU, CA, TR, MX, ID, PT, JP and others

## Tracking

Image pixel, s2s pixel



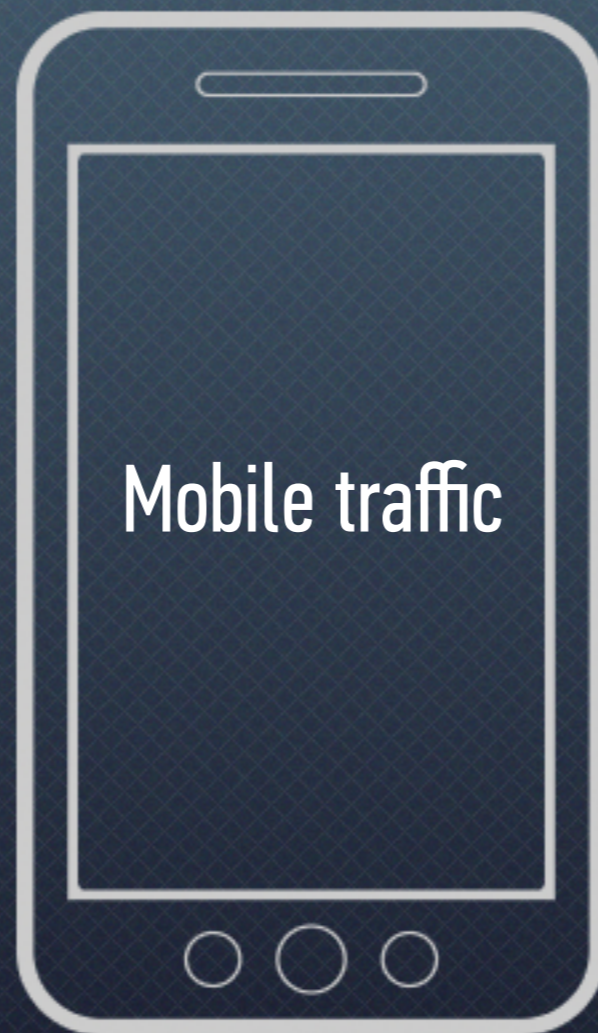
# PROPELLER ADS MEDIA

Web games promotion ▶ Ad formats



1. **Standard banner** 300x250, 728x90, 120x600, 160x600
2. **ClickUnder** (full page ad, high conversion rate)
3. **Site skin**
4. **Video pre-roll**

**Inventory samples:** holtgames.com, dressupwho.com, watchcartoononline.com, freeonlinegames.com, 377.com



Mobile traffic

# PROPELLER ADS MEDIA

Mobile traffic ▶ Our advertisers



## Payment models



CPM - cost per one thousand impressions

CPI - cost per install

CPC - cost per click

\* We work with paid and free applications

## Inventory



**Clickunder** 1.5 mln imps daily

**Banners** 3 mln imps

**Top geos:** US, GB, SA, IT, FR, IN, CA, NL, DE, AU, SG, AE, MY, JP, ES, RU



**Clickunder** 3 mln imps daily

**Banners** 11 mln imps

**Top geos:** IN, US, GB, ID, PK, SA, MY, IT, PH, DE, FR, BR, KR, RU

\*Today we can serve more than 2 mln mobile installs per month from US and Europe.

## Targeting



- ✓ **Country** (US, IN, GB, FR, CA, MX, DE, SA, NL)
- ✓ **OS** (ios, android)
- ✓ **Device** (tablet, phone)
- ✓ **Frequency capping**
- ✓ **Browser**
- ✓ **Site**
- ✓ **Some other targeting**

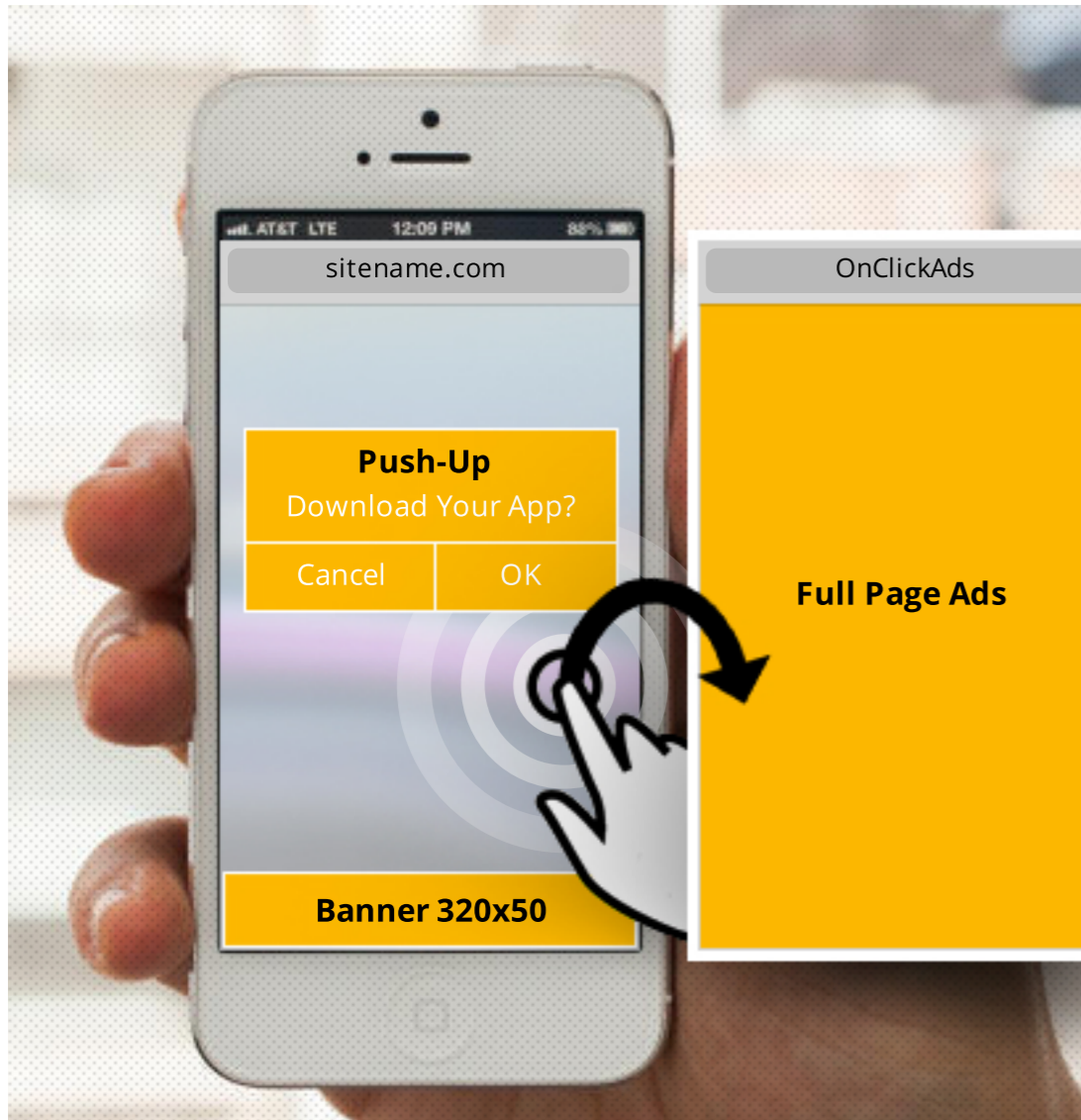
\*We can promote your iOS apps for Mac Os traffic and users will install it to their iPhones and iPads via apple id

## Integration

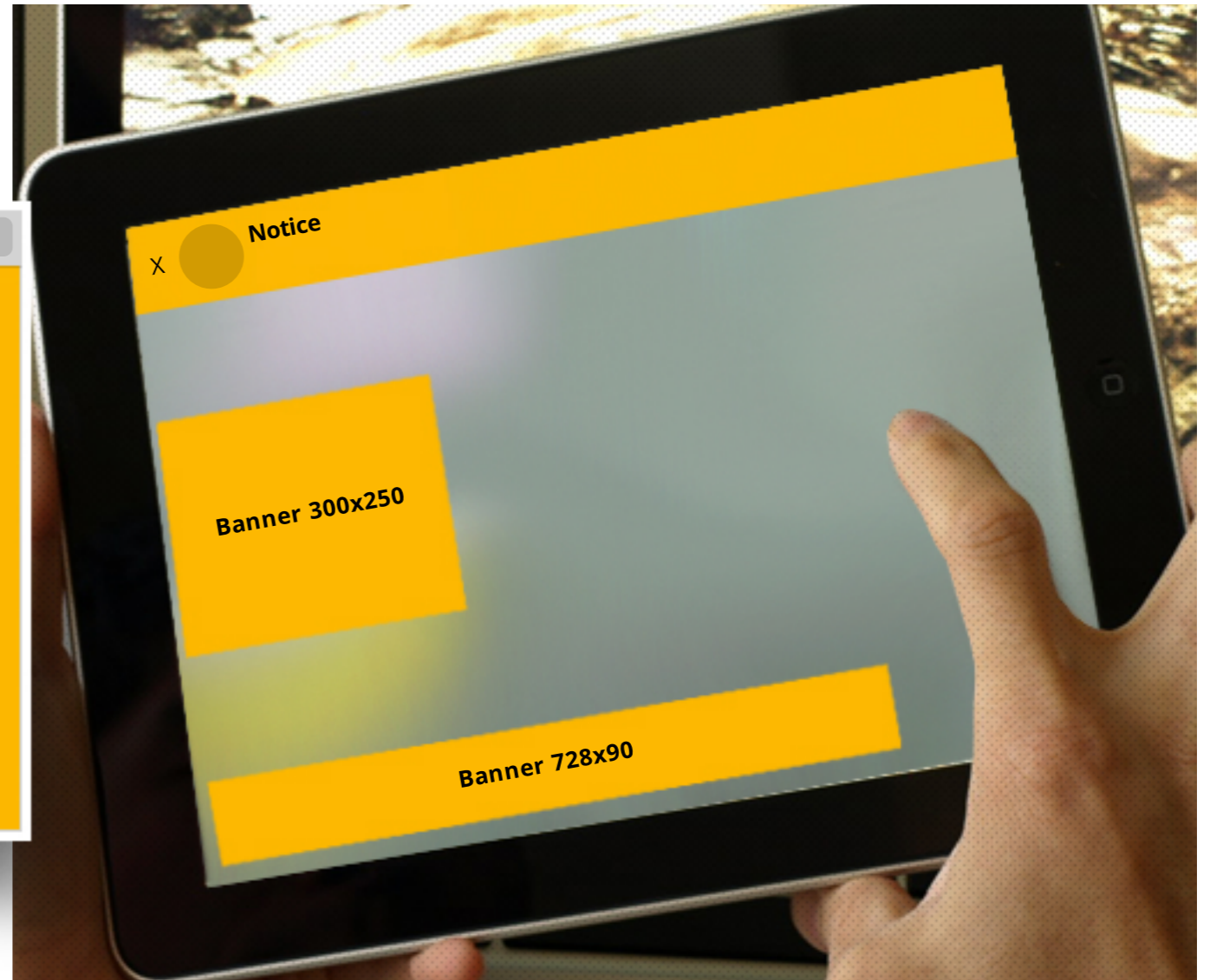
We are integrated with most famous mobile app tracking platforms:  
AppsFlyer, Ad-X, MobileAppTracking







1. Banner 320x50
2. Click under - full screen ad
3. Push-Up



1. Banner 728x90, 300x250
2. Notice



For more information feel free to contact your account manager or the general contacts below:

**SUPPORT@PROPELLERADS.COM**

**SKYPE: PROPELLERADSMEDIA**