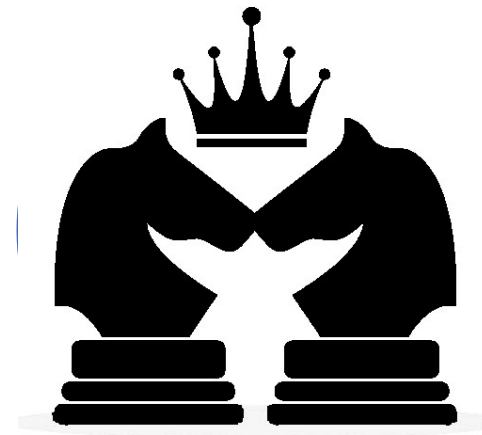


1  
START



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YOTTACHESS MEDIAKIT 2023

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(AUGUST 2023)

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3.

MONTHLY WEBSITE DATA

(AUGUST 2023)

UNIQUE VISITORS  
31<sub>K</sub>

USER SESSIONS  
59<sub>K</sub>

PAGE IMPRESSIONS  
160<sub>K</sub>

Average session time  
in minutes: 4. The bounce  
rate is 27%

4.  
LOCATION

SPAIN 38 %

INDIA 7%

POLAND 6%

USA 5%

FRANCE 4 %



# 5. ADVERTISING OPPORTUNITIES

CPM = Cost Per Mille Impressions

## DISPLAY ADS

## PRICE

## DISPLAY ADS

## PRICE



### SIDEBAR AD

The Sidebar Ad is also called the poster of the online advertisement. This Ad automatically adjusts to the free space, therefore being scalable. You can optionally book a "Sticky" placement, increasing your presence significantly.

€10

CPM



### BANNER

The Billboard Ad is marked by its ingenious placing between the header and the content. The user's attention and gaze will be caught by the advertisement while switching from header to content.

€10

CPM



### SKYSCRAPER (WIDESKYSCRAPER) 120x600PX OR 160x600PX

The Skyscraper was one of the first standards in online marketing and still counts as one of the basic advertisement tools. Likewise, you can book the "Sticky" option: the ad will remain in the user's gaze while scrolling.

€8

CPM



### FULL TEXT BANNER IN PLAYER PROFILES

You can choose the full text and will display in all the players profiles in yottachess.

€5

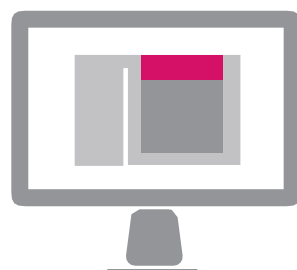
CPM

## NEWSLETTER ADS

## PRICE

## VIDEO ADS

## PRICE

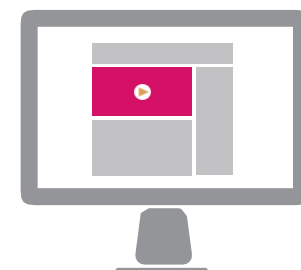


### NEWSLETTER AD

Email advertisements go directly to verified users and gain validity from the information we periodically send out. We currently have over 40,000 users whose email addresses have been verified.

€15

CPM



### VIDEO AD

The Video Ad will be visible in our website's content. Users will clearly recognize it as an advertisement while reading the content and will watch the ad deliberately before continuing.

€15

CPM

# 6. EXAMPLES

## SIDEBAR AD

The screenshot shows a chess player profile for Lozano Osorio, Isaac (ESP). The page features a top navigation bar with links for HOME, NEWS, TOURNAMENTS, MATERIAL, PLAYERS, CHESS WORDLE, CHESS TOOLS, and HELP, along with language flags. The profile section includes a header with the player's name and a table of statistics: 2057 ELO Classic, 1950 ELO Rapid, 1980 ELO Blitz, M Sex, 32028237 FIDE Profile, 1997 Born, 257 Profile visits, Title, 35 (44.3%) Wins, 8 (22.78%) Draws, 26 (32.91%) Losses, 0.56/1 Score, and 2023-10-04 16:34:11 Last visit. Below the statistics is a 'Download 79 games' button, a CAPTCHA, and social media links. The main content area is divided into 'General', 'White', and 'Black' tabs. The 'White' tab is active, showing a chessboard and a list of games. A vertical teal sidebar on the left contains the text 'YOUR AD'. The bottom of the page has a 'Select error' message.

## SKYSCRAPER (WIDESKYSCRAPER) 120x600PX OR 160x600PX

The screenshot shows the same chess player profile as the first example. In this version, two vertical teal skyscraper ads are placed on the page. One is on the left side, and the other is on the right side, both containing the text 'YOUR AD'. The rest of the page content, including the navigation bar, profile statistics, and game list, is identical to the first example.

# 7. EXAMPLES

## BANNER

HOME NEWS TOURNAMENTS MATERIAL PLAYERS CHESS WORDLE CHESS TOOLS HELP

# The Biggest Database in the world

14.137.809 games and 1.295.373 player profiles 25/09/2023

ID or Surname1 Surname2, Name

YOUR AD

- News
- Tournaments
- Players
- Puzzles
- ELO Calculator
- FAQ
- Material
- Classical Chess Players
- Analysis Board
- Opening book - BETA
- Statistics - BETA
- Opening Statistics - BETA

## FULL TEXT BANNER IN PLAYER PROFILES

### YOUR AD

HOME NEWS TOURNAMENTS MATERIAL PLAYERS CHESS WORDLE CHESS TOOLS HELP

## Games and statistics of Lozano Osorio, Isaac ESP

2057 ELO Classic	1950 ELO Rapid	1980 ELO Blitz	M Sex	32028237 FIDE Profile	1997 Born	257 Profile visits	Title	35 (44.3%) Wins	8 (22.78%) Draws	26 (32.91%) Losses	0.56/1 Score	2023-10-04 16:34:11 Last visit
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Download 79 games

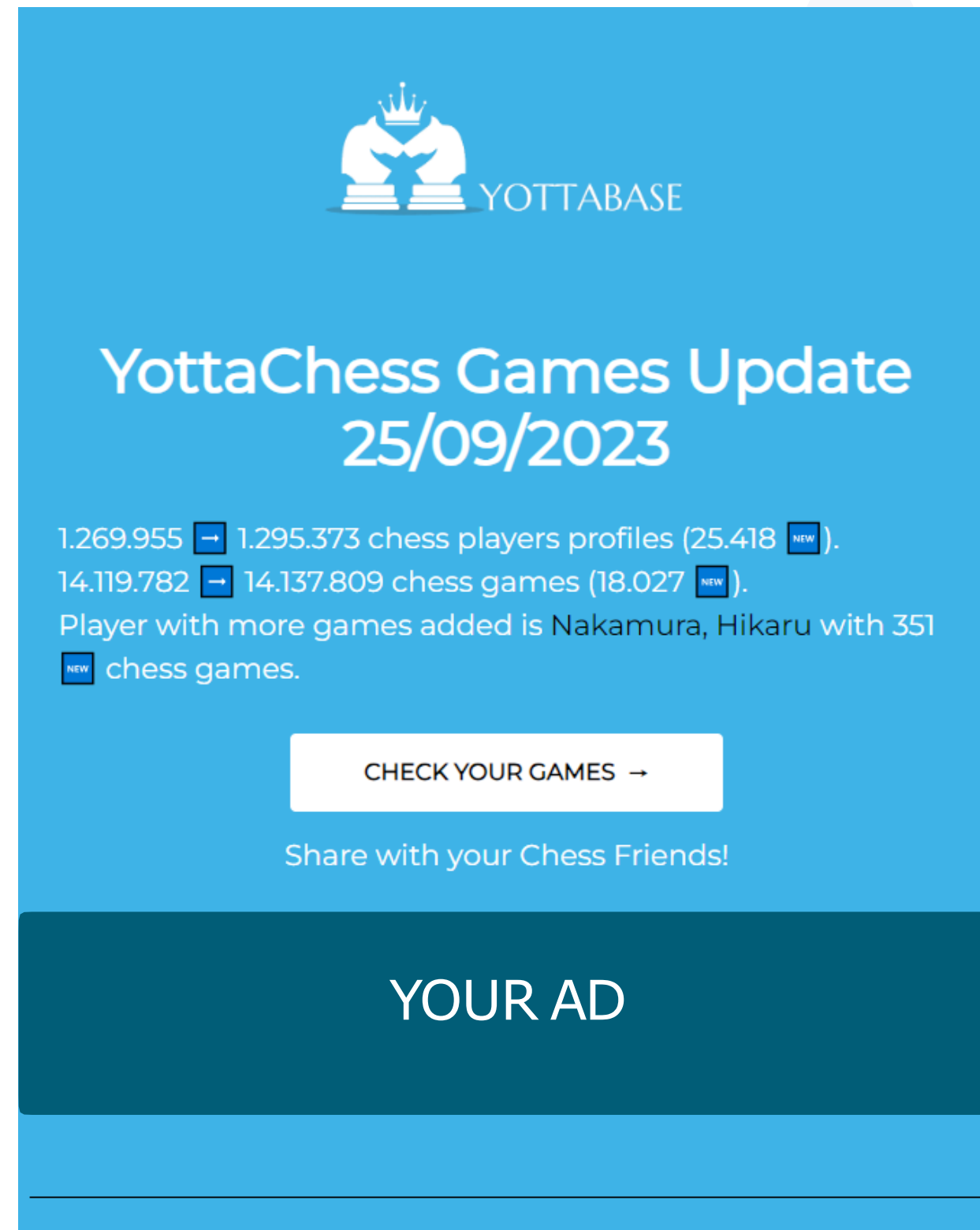
No soy un robot reCAPTCHA  
Privacidad - Términos


Follow @yottachess



# 8. EXAMPLES

## NEWSLETTER AD





### YottaChess Games Update 25/09/2023

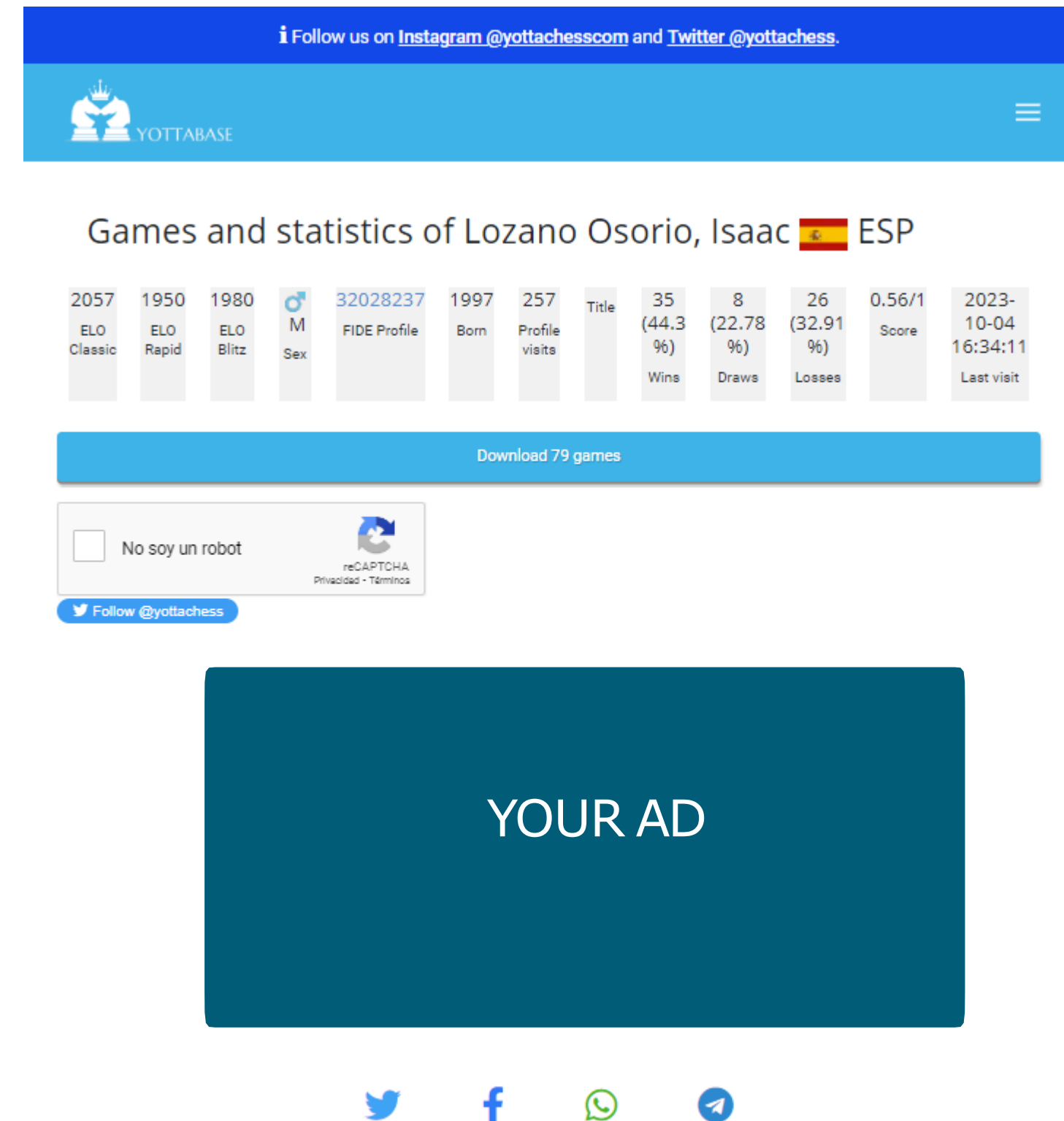
1.269.955 → 1.295.373 chess players profiles (25.418 NEW).  
14.119.782 → 14.137.809 chess games (18.027 NEW).  
Player with more games added is Nakamura, Hikaru with 351 NEW chess games.

[CHECK YOUR GAMES →](#)


Share with your Chess Friends!

**YOUR AD**


## VIDEO AD




Follow us on [Instagram @yottachesscom](#) and [Twitter @yottachess](#).

 YOTTABASE

### Games and statistics of Lozano Osorio, Isaac ESP

2057	1950	1980		32028237	1997	257	Title	35	8	26	0.56/1	2023-10-04
ELO Classic	ELO Rapid	ELO Blitz	M Sex	FIDE Profile	Born	Profile visits		(44.3 %)	(22.78 %)	(32.91 %)	Score	16:34:11
								Wins	Draws	Losses		Last visit

[Download 79 games](#)

No soy un robot   
reCAPTCHA  
Privacidad - Términos

[Follow @yottachess](#)

**YOUR AD**

