



# Hovorun & GamersOxygen advertising

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## Game Entertainment Europe

Game Entertainment Europe (GEE) is a pan-European Publisher of online massive multiplayer games (MMO Games). These games are free to play. Gamers can optionally buy in game credits via [www.gamersoxygen.com](http://www.gamersoxygen.com) to get new items in the games.

## GamersOxygen.com

GEE provides a portal called GamersOxygen.com to present all our games. Gamers can register for free for a GamersOxygen passport. The passport provides access to all our games, websites, forums and community systems.

## Hovorun

The first game that is published under the GamersOxygen umbrella is Hovorun. Hovorun is an online battle racing game where players fight and defend with weapons to be the first to finish. The Hovorun website extends the game with a community and in depth game information.

## In game advertising

Hovorun is the first game to provide a dynamic in game advertising / banner system, with target group functionality and measurement systems.

## Gamers profile

Hovorun is targeting teens, both male and female between 9 and 15 years of age. 60% of the registered users match this profile. 34% of the gamers are above 15 years of age.

From its launch date (September 2008) Hovorun reaches more than 1 million page views a month.





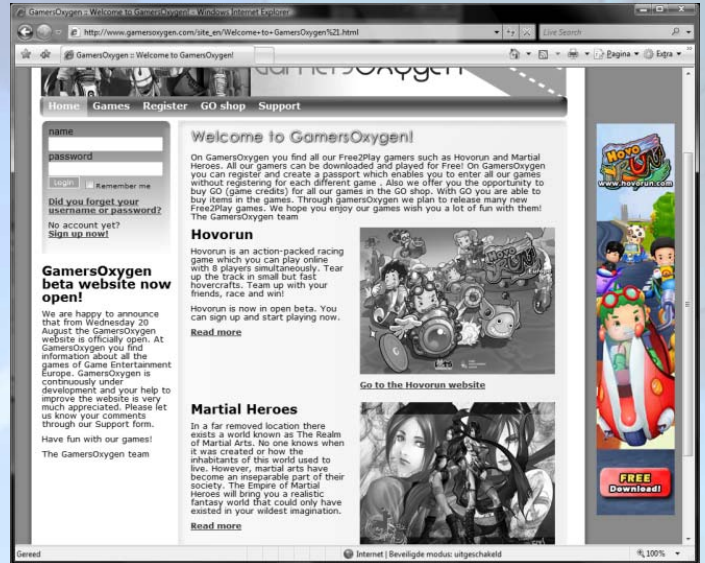
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## GamersOxygen site wide skyscraper

This banner is visible on every page of the GamersOxygen site. If users are logged in, the banner can be targeted on the user's gender, age and country.

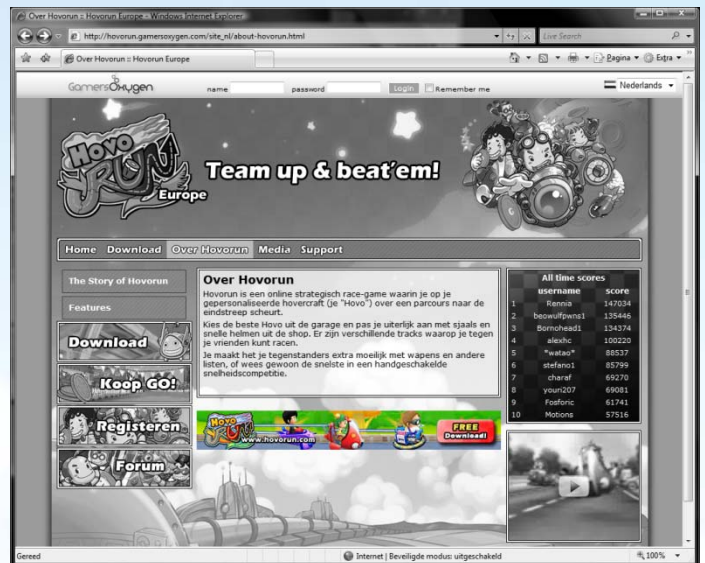
- Location: gamersoxygen.com
- Dimensions: 120 x 600px
- Max file size: nb
- Formats: Flash (.swf), Gif
- Clickable: yes
- Price: € 30 CPM



## Hovorun site wide banner

This banner is visible on every page of the Hovorun site. If users are logged in, the banner can be targeted on the user's gender, age and country.

- Location: hovorun.gamersoxygen.com
- Dimensions: 120 x 600px
- Max file size: nb
- Formats: Flash (.swf), Gif
- Clickable: yes
- Price: € 20 CPM



## Hovorun game small rectangle

This banner is visible on the server selection page of Hovorun. Everybody sees this screen. Users are logged in, so the banner can be targeted on the user's gender, age and country.

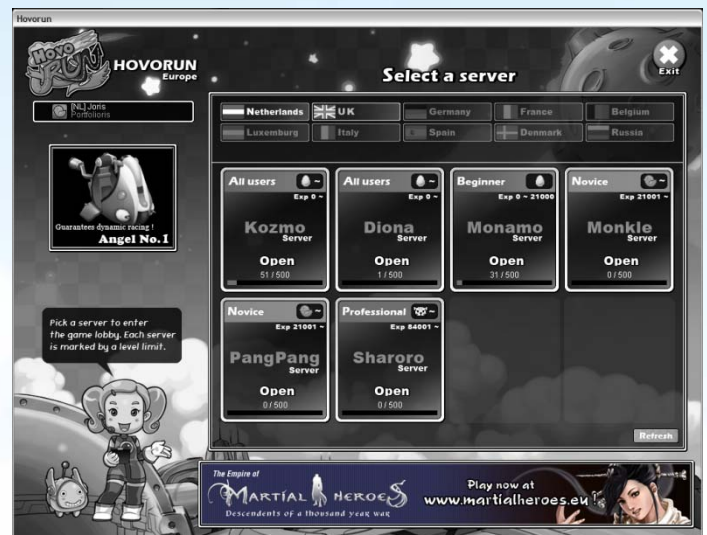
- Location: In-game server Selection window
- Dimensions: 180 x 150px
- Max file size: nb
- Formats: Flash (.swf), Gif
- Clickable: no
- Price: € 15 CPM



## Hovorun game leaderboard

This banner is visible on the server selection page of Hovorun. Everybody sees this screen. Users are logged in, so the banner can be targeted on the user's gender, age and location.

- Location: In-game server Selection window
- Dimensions: 728 x 90px
- Max file size: nb
- Formats: Flash (.swf), Gif
- Clickable: no
- Price: € 30 CPM





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## Two Hovorun game banners

This banner is visible on the race selection page of Hovorun. Everybody sees this screen. Users are logged in, so the banner can be targeted on the user's gender, age and country. Two different banners can be placed here.

- Location: In-game race selection
- Dimensions: 468 x 60px
- Max file size: nb
- Formats: Flash (.swf), Gif
- Clickable: Yes
- Price: € 15 CPM



## Hovorun game in-race banner 1

This banner is visible on the racing tracks of Hovorun. Users are logged in, so the banner can be targeted on the user's gender, age and location. Two different banners can be placed here.

- Location: In-game race
- Dimensions: nb
- Max file size: nb
- Formats: Gif
- Clickable: no
- Times visible per race: 6
- Price: € 15 CPM (per round 6 times visible at max of 9 rounds)



## Hovorun game in-race banner 2 (three)

This banner is visible on the racing tracks of Hovorun. Users are logged in, so the banner can be targeted on the user's gender, age and location. Three different banners can be placed here.

- Location: In-game race
- Dimensions: nb
- Max file size: nb
- Formats: Gif
- Clickable: no
- Times visible per race: 6
- Price: € 20 CPM (per round 6 times visible at max of 9 rounds)



## Hovorun game in-race cloudvertising

This banner is visible in the clouds above the racing tracks of Hovorun. Users are logged in, so the banner can be targeted on the user's gender, age and location.

- Location: In-game race
- Dimensions: nb
- Max file size: nb
- Formats: Gif
- Clickable: no
- Times visible per race: on demand
- Price: € 40 CPR (per round x times visible at max of 9 rounds)



## Hovorun product placement / sponsored items

These are custom built item for Hovorun. Sponsored items can be designed in cooperation with the advertising party, and are to be developed and built in. This form of advertising is still experimental. The possibilities have to be discussed.

- Location: In-game shop, lobby & race
- Price: To be discussed



## Hovorun sponsored tracks

Custom tracks can be built in, completely in the style of an advertiser or product. Possibilities and pricing are to be discussed.

