



About PlayWhat.com

PlayWhat.com launched in August 2005 with the goal of providing a comprehensive source for fast, free game downloads. The website averages 150,000 unique visitors per month and displays nearly 500,000 unique page views per month. Our visitors are 83% male gamers, 77.1% within the age 18 - 34 demographic.

Available Ad Spaces

We are currently offering monthly sponsorships for each of our available ad spaces for a reduced fixed rate, or you may have your ads rotated in our inventory at the following *CPM rates. Ads will appear on all pages of the site.

*CPM = Cost per 1000 impressions

Ad Units

Zone 1 - Top Leaderboard (728x90)

- Reduced Rate - \$250/Month (entire inventory)
- 500,001+ impressions - \$.60 CPM
- 250,000 to 500,000 impressions - \$.75 CPM
- Up to 250,000 impressions - \$1.00 CPM

Zone 2 - Right Side Upper Box (300x250)

- Reduced Rate - \$400/Month (entire inventory)
- 500,001+ impressions - \$1.00 CPM
- 250,000 to 500,000 impressions - \$1.25 CPM
- Up to 250,000 impressions - \$2.00 CPM

Zone 3 - Right Side Lower Box 2 (300x250)

- Reduced Rate - \$250/Month (entire inventory)
- 500,001+ impressions - \$.60 CPM
- 250,000 to 500,000 impressions - \$.75 CPM
- Up to 250,000 impressions - \$1.00 CPM

Zone 4 - Middle Content Area

- Reduced Rate - \$350/Month (entire inventory)
- 500,001+ impressions - \$1.00 CPM
- 250,000 to 500,000 impressions - \$2.00 CPM
- Up to 250,000 impressions - \$3.00 CPM

Zone 5 - Bottom Leaderboard

- Reduced Rate - \$100/Month (entire inventory)
- 500,001+ impressions - \$0.25 CPM
- 250,000 to 500,000 impressions - \$0.50 CPM
- Up to 250,000 impressions - \$0.65 CPM

Zone 6 - Text Links (Game Description Pages)

Please contact us for additional information about advertising on a specific game page of our site.

