

RateCard **E-Joculete.ro**

Despre E-Joculete.ro

“Jocul este apt pentru a fi configurat drept unul din elementele fundamentale, esențiale ale vieții.” - **Johan Huizinga**

E-Joculete.ro este orientat in a-si incanta vizitatorii cu micile placeri zilnice. Oferim vizitatorilor nostrii posibilitatea de a se relaxa sau doar de a se distra intr-un mediu social, placut, prin multitudinea de jocuri Flash pe care le oferim.

Vizitatorii nostrii se compun din copii (4 – 12 ani), adolescenti (12 – 18 ani) si adulti (18 - 45), provin din toate clasele si categoriile sociale si proportia sexelor este de aproximativ 1:1.

Statistici E-Joculete.ro**e-joculete.ro**

Jocuri jucate zilnic: **40,000+**
Jucatori Inregistrati: **6,700 +**
Jocuri Flash: **3,200+**
Jocuri Flash adaugate saptamanal: **50+**
Jucatori inregistrati / zi: **10+**

Statistici Trafic E-Joculete.ro

	1 – 31 Dec.2010	1 – 31 Ian. 2011	1 – 28 Feb. 2011	1 – 31 Mar. 2011
Vizitatori Unici	370,656	387,490	343,074	359,980
Pagini Vizualizate	2,523,428	2,787,305	2,604,509	3,053,725
Timp mediu petrecut pe site	00:04:37	00:05:09	00:05:45	00:06:41



Posibilitati de promovare pe E-Joculete.ro

Tip Banner**	Tip Pagina	Dimensiune	Cost (CPM)*
LeaderBoard	HomePage	728x90	6
Medium Rectangle	HomePage	300x250	5
Text Links	HomePage	728x15	2
Text / Banner	HomePage	160x90	3
Wide SkyScrapper	HomePage	160x600	4
SkyScrapper	HomePage	120x600	5
Total HomePage			25 Euro/1000 Afisari
LeaderBoard	Category Page	728x90	6
Large Rectangle	Category Page	336x280	5
Text Links	Category Page	728x15	1
Text / Banner	Category Page	160x90	2
Wide SkyScrapper	Category Page	160x600	3
SkyScrapper	Category Page	120x600	3
Total Category Page			20 Euro/1000 Afisari
LeaderBoard	Game Page	728x90	6
Large Rectangle	Game Page	336x280	6
Text Links	Game Page	728x15	4
Text / Banner	Game Page	160x90	4
Wide SkyScrapper	Game Page	160x600	5
SkyScrapper	Game Page	120x600	5
Banner Bottom	Game Page	max. 600x200	5
Game Preview – 10s	Game Page	max. 600x600	10
Total Game Page			45 Euro/1000 Afisari
LeaderBoard	All Pages ***	728x90	5
Large Rectangle	All Pages ***	336x280	5
Text Links	All Pages ***	728x15	2
Text / Banner	All Pages ***	160x90	2
Wide SkyScrapper	All Pages ***	160x600	4
SkyScrapper	All Pages ***	120x600	4
Floor Ad	All Pages ***	max. 200x1000	8
Half Page	All Pages ***	max. 400x1000	10
Total All Pages			40 Euro/1000 Afisari

* Preturile sunt exprimate in Euro

** Spatiile publicitare se pot achizitiona individual

*** Spatii publicitare disponibile in tot site-ul indiferent de tipul paginii

Se pot acorda discount-uri in functie de volumul de afisari dorit.

Exemple spatii publicitare pe E-Joculete.ro

1. LeaderBoard (728x90)

RateCard: 5-6 Euro / CPM

Format: .jpg; .png; gif; .swf;

The screenshot shows the homepage of e-joculete.ro. At the top, there is a navigation bar with links for 'Jocuri noi cu Impuscaturi 2011', 'Jocuri Barbie pentru fetite', 'Jocuri Actiune, Cartoon Network, Disney, Jetix, Piu', 'Jocuri Noi', 'Publicitate', 'Jucatori', and 'Contact'. Below this is the site logo 'e-joculete.ro' and a 'Leaderboard (728 x 90)' placeholder. A secondary navigation bar includes 'Jocuri Arcade', 'Jocuri Puzzle', 'Jocuri Barbie', 'Jocuri Actiune', 'Jocuri Aventura', 'Jocuri Sportive', 'Jocuri Strategie', and 'mai multe Jocuri'. A search bar and a 'Text Link - Top (728 x 15)' placeholder are also present. The main content area features a 'Reclama' section with a 'Text / Banner (160 x 90)' placeholder, a 'Jocuri Noi' section with a 'George of the Jungle' game preview, a large 'Medium Rectangle (300 x 250)' placeholder, and a 'Cele mai noi jocuri' section with three game cards: 'George of the Jungle', 'Chowder', and 'Pokemon'. On the right side, there is a 'Login Jucatori' section with fields for 'UTILIZATOR' and 'PAROLA', a 'Nu aveti cont? Inregistrati-va acum Gratuit' link, and a 'Cele mai jucate jocuri' section with a 'Phineas and Ferb' game preview.

2. Medium Rectangle

RateCard: 5 Euro / CPM

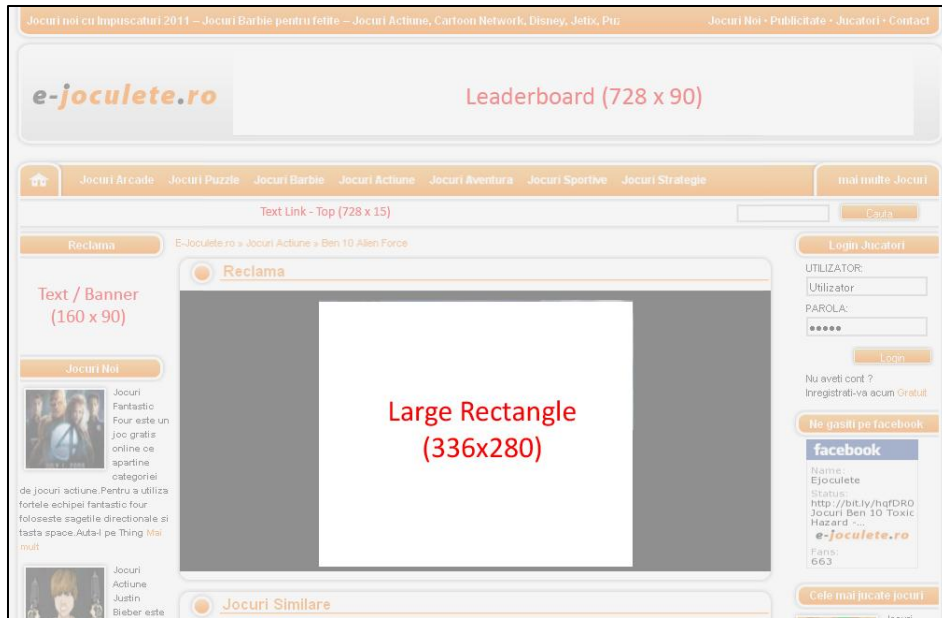
Format: .jpg; .png; gif; .swf; text;

This screenshot is identical to the one above, showing the same website layout with the 'Medium Rectangle (300 x 250)' placeholder highlighted in the center of the main content area.

3. Large Rectangle

RateCard: 5-6 Euro / CPM

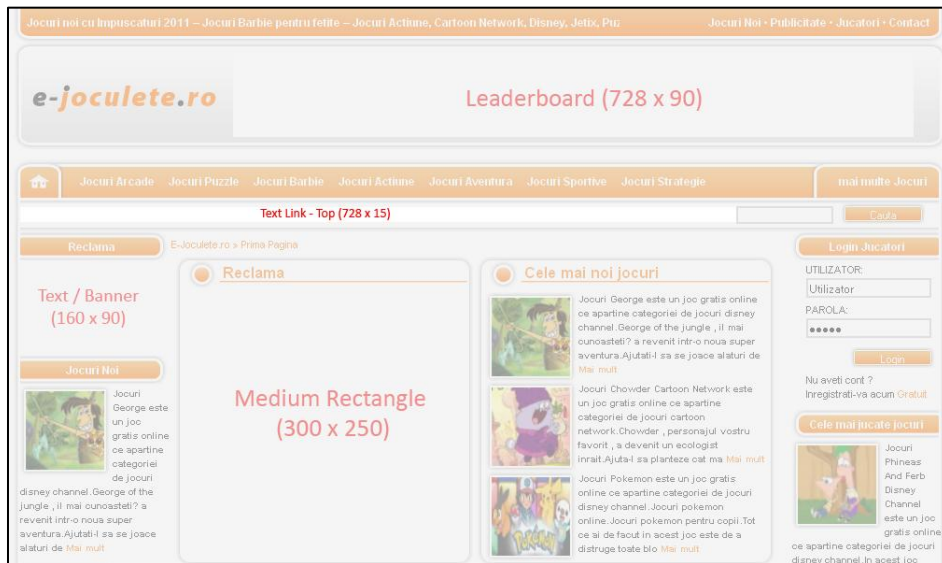
Format: .jpg; .png; gif; .swf; text;



4. Text Links

RateCard: 1-4 Euro / CPM

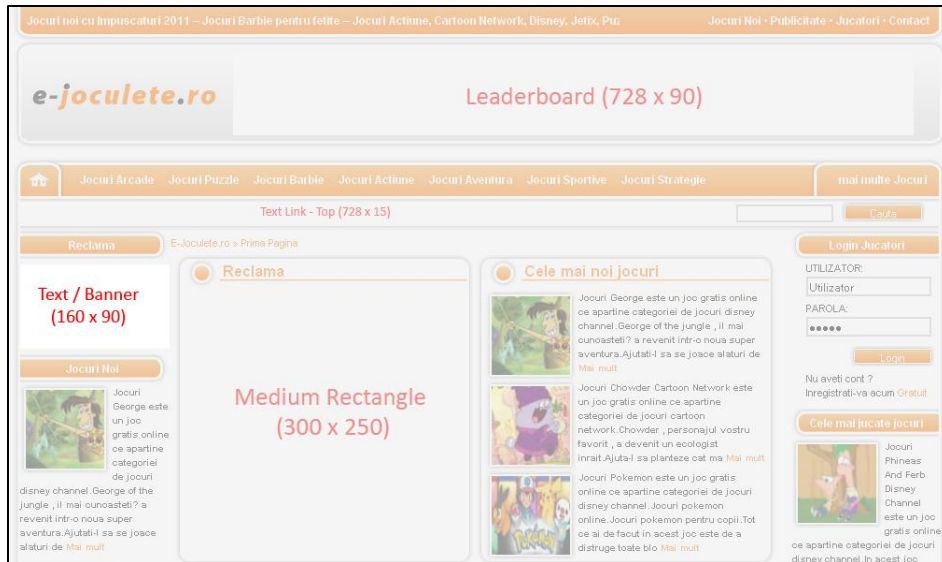
Format: text;



5. Text / Banner

RateCard: 2-4 Euro / CPM

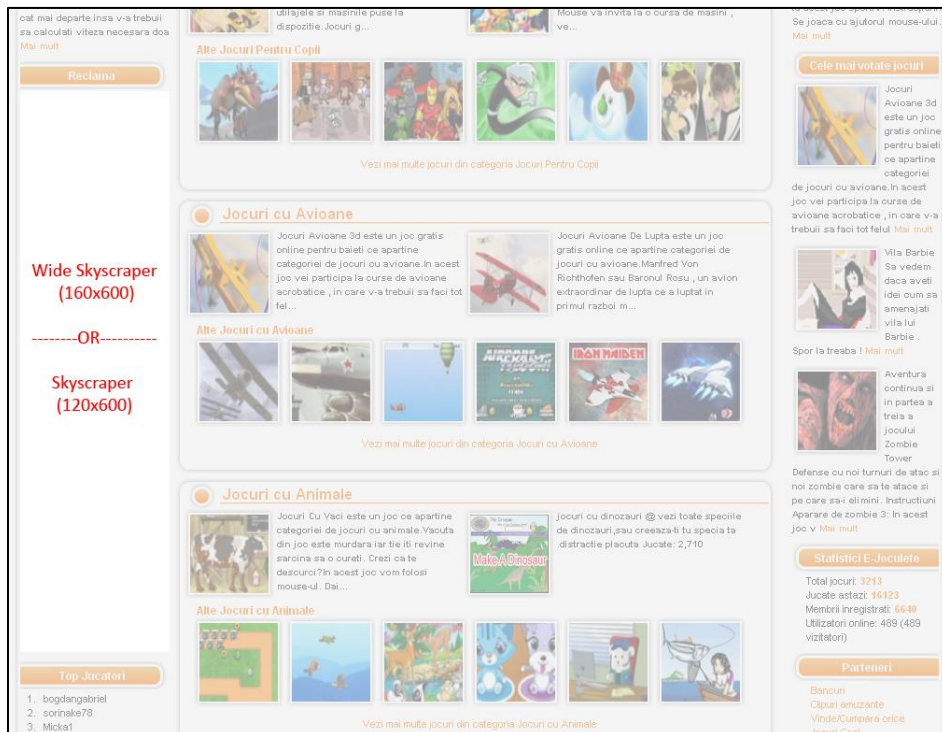
Format: .jpg; .png; gif; .swf; text;



6. Wide SkyScrapper / SkyScrapper

RateCard: 3-5 Euro/CPM (SkyScrapper / Wide SkyScrapper);

Format: .jpg; .png; gif; .swf;



7. Banner Bottom

RateCard: 5 Euro / CPM

Format: .jpg; .png; gif; .swf;

The screenshot displays the website's layout for a game page. At the top, there is a navigation bar and a header section. The main content area features a large 'Game Preview - 10 secunde (max. 600 x 600)' placeholder. Below this is a 'Banner Bottom (max. 600 x 200)' placeholder. The page is flanked by two vertical sidebars: 'Wide Skyscraper (160x600)' on the left and 'Skyscraper (120x600)' on the right. The main content area is divided into two columns: 'Informatii Ben 10 Alien Force' on the left and 'Ei se joaca. Tu te joci ?' on the right. The 'Ei se joaca' section includes a Facebook 'Like' button and a list of social media links. The right sidebar contains a 'Statistici E-joculete' section with various statistics.

8. Game Preview – 10s

RateCard: 10 Euro / CPM

Format: .jpg; .png; gif; .swf;

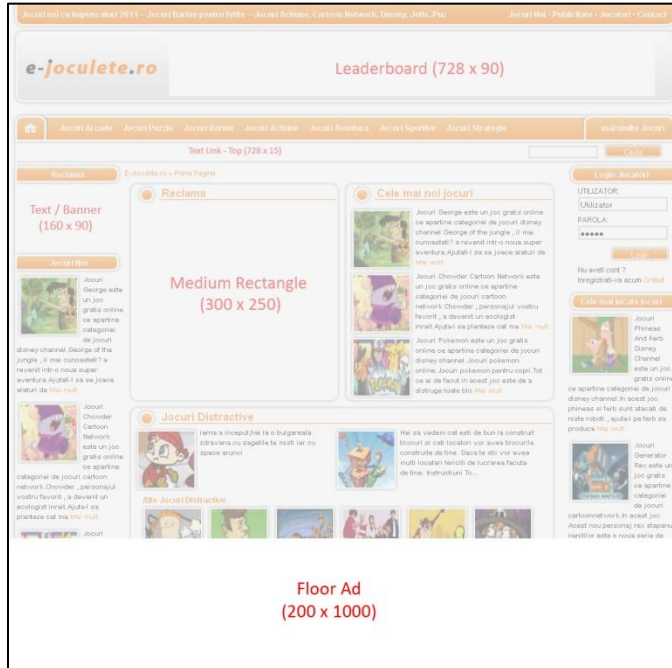
This screenshot is identical to the one above, showing the website's layout for a game page. It features a 'Game Preview - 10 secunde (max. 600 x 600)' placeholder, a 'Banner Bottom (max. 600 x 200)' placeholder, and two vertical sidebars: 'Wide Skyscraper (160x600)' and 'Skyscraper (120x600)'. The main content area is divided into 'Informatii Ben 10 Alien Force' and 'Ei se joaca. Tu te joci ?' sections. The 'Ei se joaca' section includes a Facebook 'Like' button and social media links. The right sidebar contains a 'Statistici E-joculete' section with various statistics.

9. Floor Ad

RateCard: 8 Euro / CPM

Format: .jpg; .png; gif; .swf;

Cerinte: Buton Inchidere; Sunet „default” off;



10. Half Page

RateCard: 10 Euro / CPM

Format: .jpg; .png; gif; .swf;

Cerinte: Buton Inchidere; Sunet „default” off;

