



SQUIRT
.org

Advertising Media Kit

About Squirrt.org



Squirt.org is a completely uncensored hookup/cruising site for gay, bi and curious men who want to skip the pretense of dating and get right to the sex.

Online since 1998, Squirt.org is a sex-positive network that consists entirely of user-generated content which ensures that the site is continually growing to provide men around the world a way to meet.

The Squirt.org team are dedicated to ensuring the site remains adaptable to change and is always available on the newest platform. It grows as its community does, which is why each year Squirt.org becomes even more popular across new cities and countries.

Members can log in to our GPS-enabled mobile site or at home on their desktop computers, making Squirt.org the ultimate sex network.



MAIN TRAFFIC SOURCES



US



CA



UK



AU



NL

About Squirt.org Members

User Behaviour:



Visit the site
19.4 million times
per month



248 million
page views
per month



63% of the visits
are from mobile
devices

Top 3 Sexual Identities:



42% gay



41% bi



9% straight

Sexual Position:



53% versatile

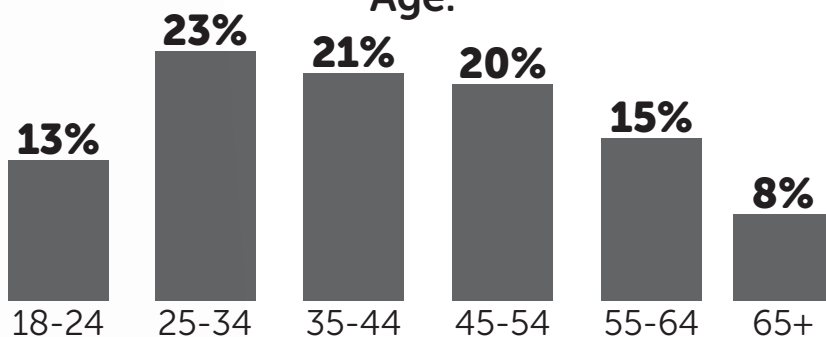


27% bottom



20% top

Age:



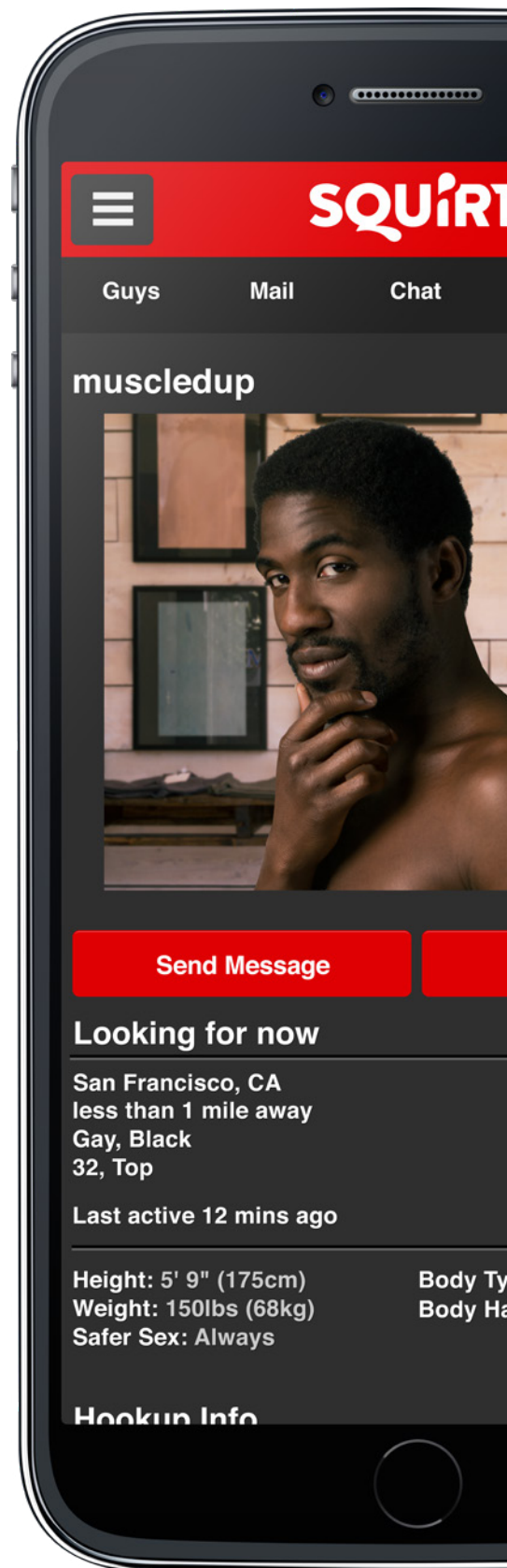
Squirt.org on Social Media:



Daily Squirt.org
daily.squirt.org



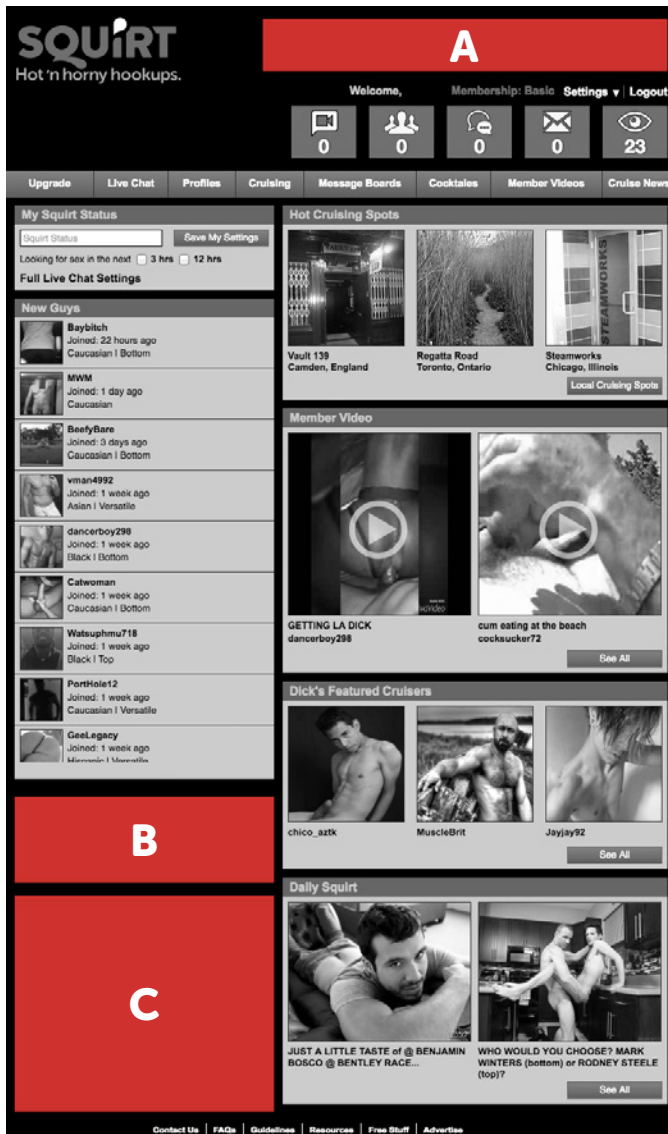
Twitter
@SquirtOrg



Squirt.org Desktop Banner Ads



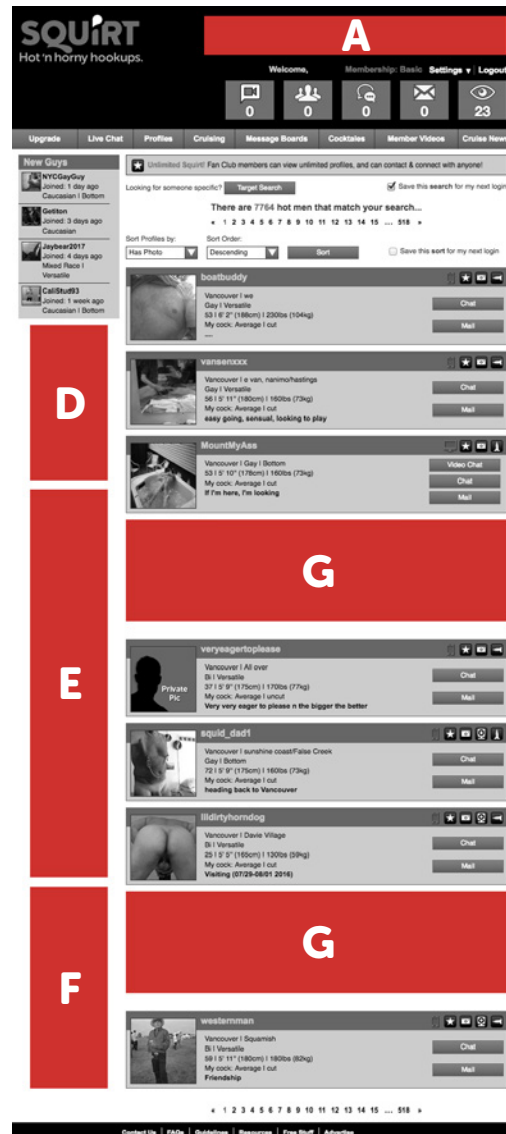
Squirt.org's desktop banners are strategically positioned ad placements, giving your advertisement the best possible exposure. Banners are geo-targeted so your message is aimed precisely at your target market. Full impression and click tracking available.



A. Full Banner 468 x 60px

B. Rectangle 300 x 100px

C. Big Box 300 x 250px



D. Vertical Banner 120 x 240px

E. Skyscraper 120 x 600px

F. Small Skyscraper 120 x 400px

G. Big Rectangle 591 x 157px

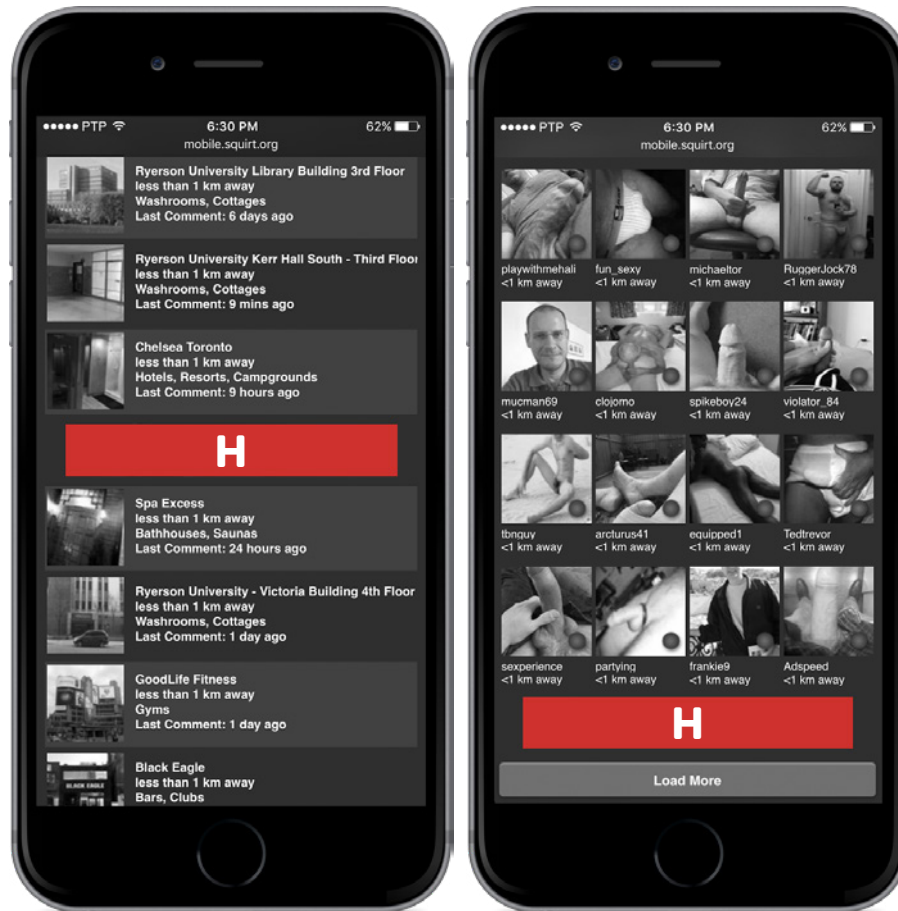
Squirt.org Desktop Banner Rates



Premium		Regular	
Best visibility on the site, highest traffic-producing zones		Large ad zones strategically located within Squirt.org's content	
Big Rectangle	\$10 CPM	Big Box Rectangle Full Banner Small Skyscraper Skyscraper Vertical Banner	\$8 CPM

Impressions	1 Month	3 Months	6 Months	12 Months
200,000	\$1,600.00	\$1,440.00	\$1,360.00	\$1,200.00
350,000	\$2,800.00	\$2,520.00	\$2,380.00	\$2,100.00
500,000	\$4,000.00	\$3,600.00	\$3,400.00	\$3,000.00
750,000	\$6,000.00	\$5,400.00	\$5,100.00	\$4,500.00
1,000,000	\$8,000.00	\$7,200.00	\$6,800.00	\$6,000.00

Squirt.org Mobile Inline Ads



H. Mobile Inline Banner 320 x 50px

Squirt.org's mobile banners are strategically positioned within pages our users view the most (Cruising Listings, Cruising Comments, and Member Profiles pages) for optimal exposure to our mobile users. Banner ads are geo-targeted so you reach exactly the market you're targeting. Full impression and click tracking is available.

Mobile	Inline ads are available in Cruising Listings, Cruising Comments, and Profile View pages.
Mobile Inline Ad	\$20 CPM

*Mobile phones with higher resolution displays (double-density or retina displays) are becoming more prevalent in the mobile marketplace. As a result high resolution creative units are accepted. Creative should be designed with four times the number of device pixels in order to keep the same physical size. This is done by doubling the placement dimensions (ex. 320x50px placement would accept 640x100px creative sizes respectively).

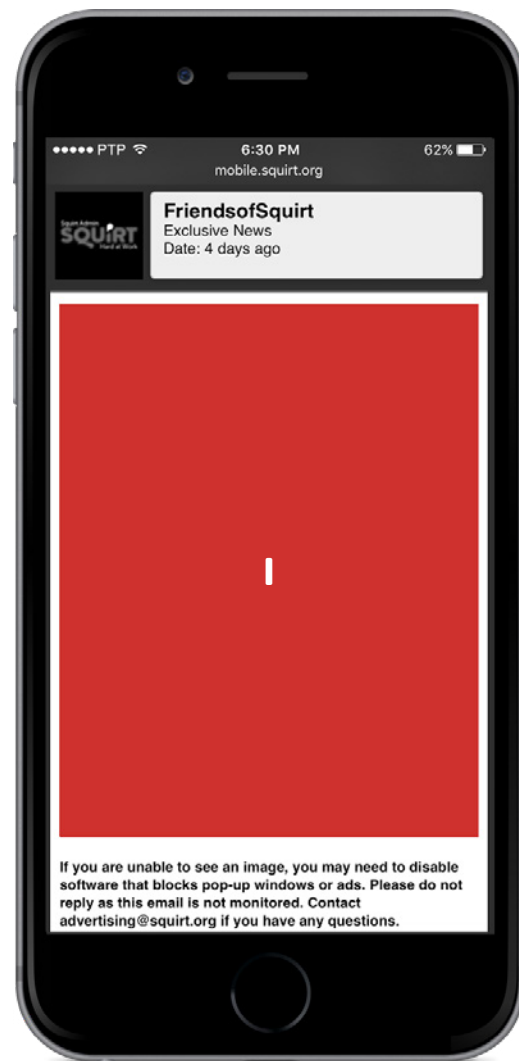
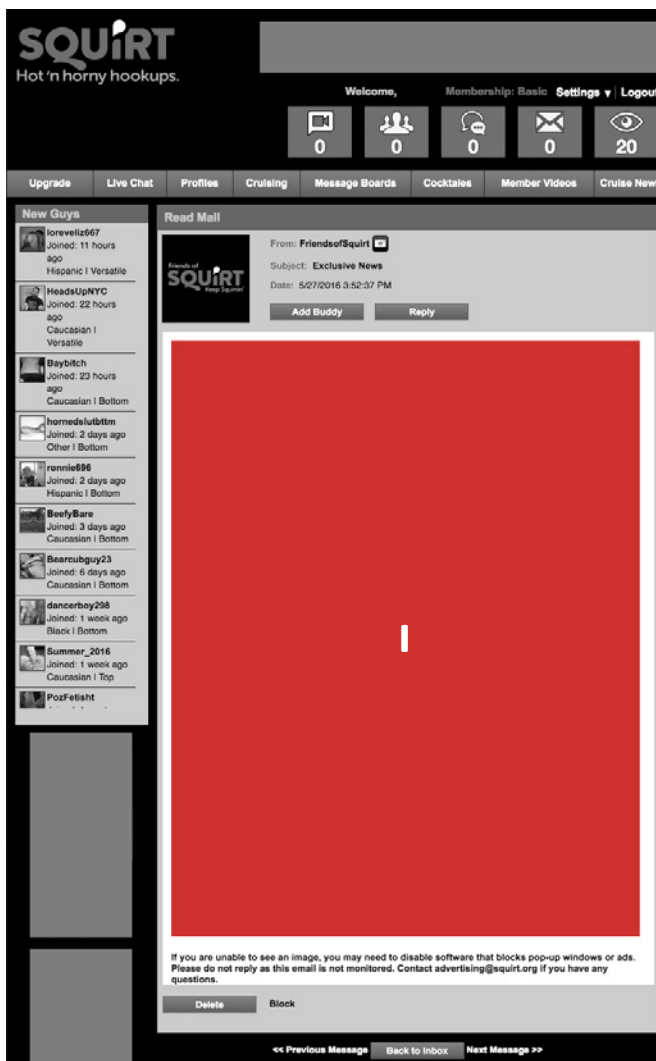
Squirt.org Email Broadcasts



eBlasts are internal email messages sent to members Squirt.org inbox. Geo-targeting is available giving you direct access to the demographic you want to reach.

Include graphics, text, links, and a strong call-to-action in your message to deliver the most targeted ad campaign possible on Squirt.org.

eBlast	Rate
eBlast (Premium and rush email blasts are available at an additional charge)	\$0.10/email



I. eBlast 550 x ≤1000px*

*See artwork guidelines for more information on eBlast dimensions

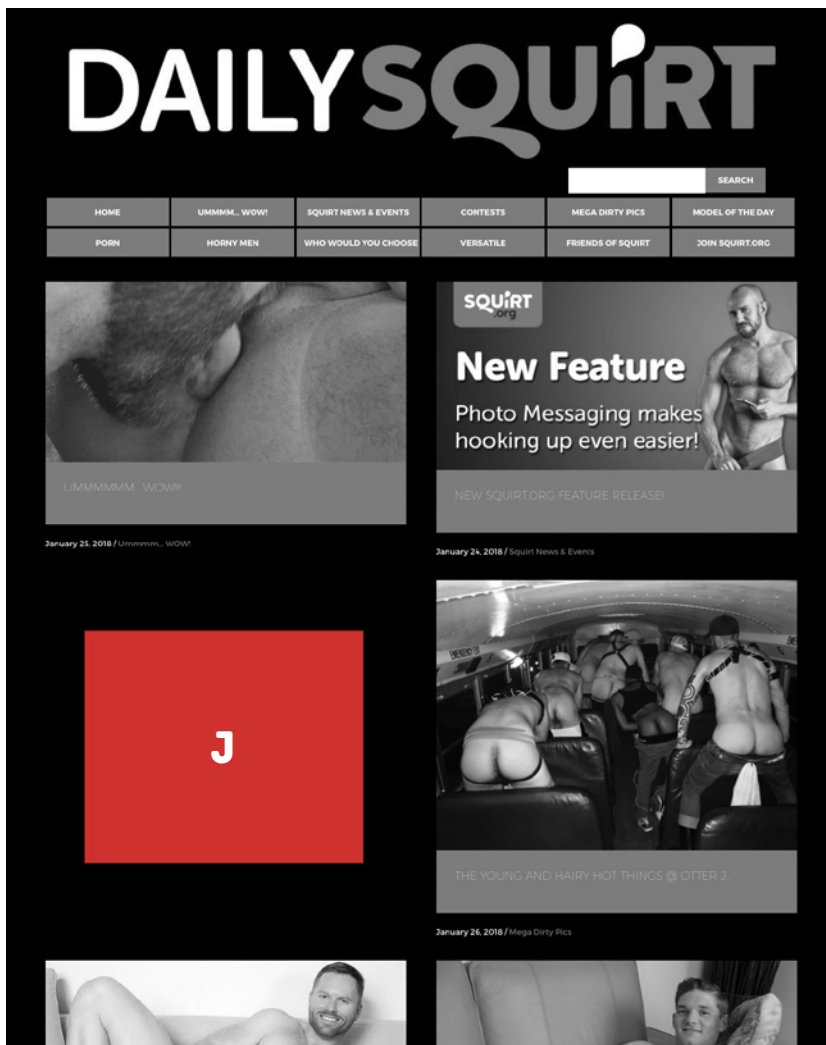
DailySquirt.org Ads



DailySquirt.org is an all-access blog for members of Squirt.org and men around the world to access anywhere, anytime, with content targeted towards men who have sex with men.

Ads are strategically placed throughout the content on the homepage, and at the top and bottom of every article for optimal exposure to our readers. Ads are geo-targeted so you reach exactly the market you're targeting. Full impression and click tracking available.

DailySquirt.org	Rate
Banners	\$5 CPM



J. Big Box 300 x 250px



DailySquirt.org Blog
daily.squirt.org

97K
users
per month

206K
sessions
per month

619K
page views
per month

3
pages
per session

DailySquirt.org Blog Posts



Blog posts, under the banner of Friends of Squirt.org, are created in order to engage readers in a meaningful way that provides them value and provides brand exposure without disrupting the user experience.

Friends of Squirt.org blog posts content:

- is created in collaboration between our team and yours
- can include multiple links to your site
- can include explicit or NSFW content
- should be fun and sexy!

Friends of Squirt.org posts:

- are distributed to Squirt.org members through the Squirt.org homepage and "Cruise News" section
- are visible on the DailySquirt.org homepage for a minimum of a week
- exist in perpetuity on the "Friends of Squirt.org" page

DailySquirt.org	Rate
Blog Posts	\$500 each

Check out
Friends of Squirt.org
on **daily.squirt.org**
for examples of
previous posts.



Squirt.org Artwork Guidelines

Banners

	Size		Size
Full Banner	468 x 60px	Big Box	300 x 250px
Small Skyscraper	120 x 400px	Rectangle	300 x 100px
Skyscraper	120 x 600px	Big Rectangle	591 x 157px
Vertical Banner	120 x 240px	Mobile Inline Ad	320 x 50px

- Formats: JPG, PNG, GIF or HTML5
- Animation: GIFs must loop continuously with maximum frame rate of 5fps. Flash files three loops 15 seconds maximum. Maximum frame rate of 24fps.
- Video: Plays automatically with no sound. Sound must be user initiated. Thirty seconds of animation/video, three loops max.
- Maximum file size: 150kb for desktop banners and 35kb for mobile ads
- iFrames are accepted but are subject to approval from the Squirt.org Tech Development Team.

eBlast

- eBlast message is 550 pixels wide, single image ≤ 1000 px, RGB
- Formats: JPG, PNG, GIF
- Additional text up to 500 words for message body is optional
- URL will be linked to entire image. Subject line is a maximum of 30 characters. Maximum file size of 150kb

DailySquirt.org Blog

- Blog image is 1000 pixels wide, length variable, RGB
- Formats: JPG, PNG, GIF

Artwork Submission

Email files to squirt-artwork@dailyxtra.com

For more details, contact your sales rep or call **1-800-268-9872**

Payment Guidelines

Prepayment is required to begin campaign. If outside Canada, all pricing is in US currency. We accept payment in-person, by credit card (Visa, Mastercard, AMEX), cheque on approved credit (in Canada only) or bank wire transfer.

If paying by cheque (OAC), make your cheque payable to Pink Triangle Press and send to:

Pink Triangle Press
2 Carlton St. Suite 1600
Toronto, Ontario
M5B 1J3, Canada

We do not accept any currencies other than USD and CAD.

Content Guidelines

Creative may include nudity but must not depict or suggest any illegal acts. Creative shall not infringe, violate or otherwise conflict with the intellectual property right of any third party. Creative will not use the Squirrt.org name or logo without prior approval.

Right of Refusal

Squirrt.org may refuse advertisement at any time for any reason, including our determination that the advertiser and/or its creative promotes products or services that may negatively affect our business or our relationship with our members.

Our Promise to You

Online advertising is all about the numbers. We will provide you with timely campaign reports and statistics so you can analyze your advertising effectively. We are always available to talk about your advertising needs and goals.

We know how advertising works and what works best on our site. We are happy to make recommendations to ensure your goals are met and maximized. Whether it be suggestions on creative content or campaign set-up, we want to share ideas that will have the biggest impact and get you the results you're looking for.

Our goal is to make you a regular, long-term and satisfied advertiser. We'll help you manage your campaigns so you achieve the best possible results at the best possible price, giving you the best possible return!

Contact Us

2 Carlton St.
Suite 1600
Toronto, ON
M5B 1J3, Canada

Toll Free:
1-800-268-9872

