



GROWLr

ADVERTISING

WHO we are

With over 9 million members worldwide, GROWLr is one the top gay social networking mobile apps on the planet.

It is currently one of the top ranked/grossing mobile apps in 100s of countries on both the iTunes App Store and Google Play.

GROWLr is the complete social networking mobile app for gay men, and it is available for FREE. Users can view profiles from around the world or right in their own neighborhood. Send and receive private messages, pictures, or voice memos. Complete and up-to-date event and bar listings.

Additional features include:
Check-ins, Notes and more.



**Current Membership
Growth**
Initial Release
Mobile Platforms
URL

Over 9,000,000 Members Worldwide
6000 new members/day
11/25/2010
iOS, Android
<http://www.growlrapp.com>

Target Market

100% Gay Males,
Affluent, Tech-savvy

ETHNICITY

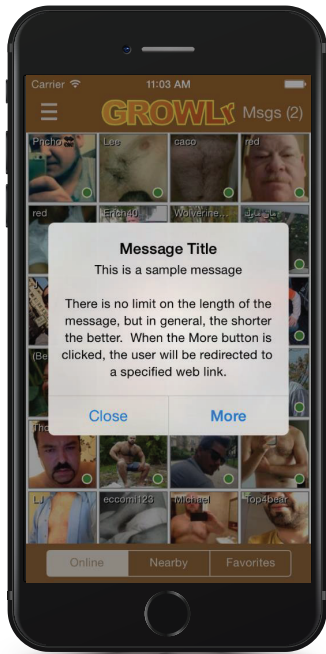
Race	%
White	50%
Hispanic/Latino	16%
Asian	14%
Black	7%
Other	13%

AVG AGE

Age Range	%
18-24	18%
25-34	41%
35-44	24%
45-54	12%
55-64	3%
65+	2%



ADVERTISING options



Location Base Pop-Up Announcement

Description:

A location based announcement is a pop-up message that is displayed to a user in a specific geographic location. You may geo-target by country or by point and radius. For example, you could send your message to all users in the US or all users within a 50 miles of New York City. When a user in the specified area logs into GROWLr they will be displayed your message. They are forced to interact with the message before they can continue using the service. The message is displayed only once to each user.

Duration: 7 days

Local
Country
Global

Based on size, please inquire

Based on current membership size, please inquire

Requirements:

Title	50 characters or less.
Message	There is no limit on length, but the shorter the better.
Web Address	Optional.
Start Date	The date to release the message. We require at least 24 hour notice to place your ad.
Country	If geo-targeting by country only.
Location	The city, address, or zip code where you want your message to display.
Radius	The distance from the center of your location center. Must be increments of 25 miles.

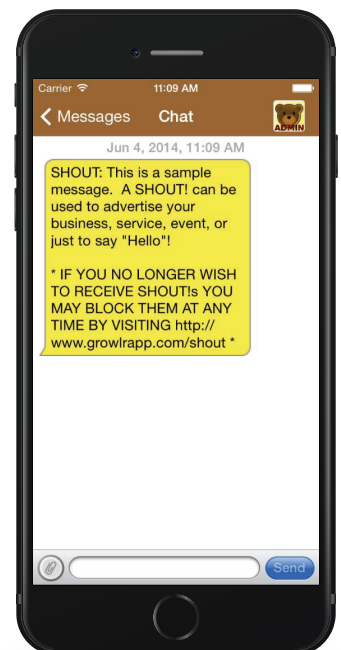
GROWLr SHOUT!

Description:

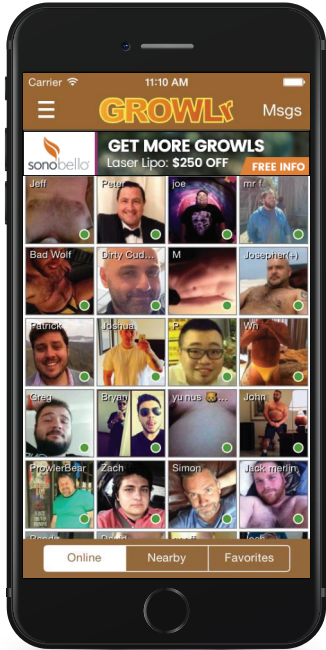
GROWLr's SHOUT! feature is our most convenient and economical method of advertising. A SHOUT! is a message that is sent directly from the GROWLr Admin accounts all of the active GROWLr users in any geographic area in the world. For example, you could send your message to all users within 25 miles of New York City.

Requirements:

Message	1000 characters or less.
Release Date	The date to release the message. We require at least 24 hour notice to place your ad.
Location	The city, address, or zip code where you want your message to display.
Radius	The distance from location your location center. Must be increments of 25 miles.



ADVERTISING options



Banner & Full Page Banner Ads

Description:

A banner or full page banner ad is an image that is displayed to a user on key screens within the GROWLr mobile app. You may geo-target your banner for specific locations. For example, your banner can be displayed to all GROWLr users worldwide or only to those members in a specific city.

Reporting is available upon request

Duration: Minimum of 15 days.

Requirements:

- Image** 320x50 image or 320x480 image
- Web Address** Available formats: PNG, JPEG, GIF. Static images only.
The web address the user should be taken to when the click on the banner ad.
- Start Date** The date to release the message. We require at least 24 hour notice to place your ad.
- Geo Targeting** Available by countries, states/provinces (US and Canada only), Metro Areas/DMA's (US only), ZIP codes (US only), Cities (most countries).



PRICING, BILLING & Invoices

Inquire about pricing with your representative.

TOP LOCATIONS - Countries & Users



US Cities	Monthly Active Users	International Cities	Monthly Active Users
New York	14,000	London	10,000
Los Angeles	13,000	Sao Paulo	10,000
Chicago	7,000	Mexico City	6,500
San Francisco	6,000	Madrid	4,700
Washington DC	6,000	Toronto	4,200
Dallas	6,000	Barcelona	3,600
Atlanta	5,000	Paris	3,500
Fort Lauderdale	5,000	Sydney	3,500
Boston	4,000	Milan	3,000
Seattle	4,000	Berlin	2,000



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