

MIDIAKIT



www.fakeshare.com | July 2014

Contact: thefakeshare@gmail.com

The website:

- ✓ FakeShare is a “jokes and pranks” service to Facebook. The users create their own jokes, so the website speaks their language.
- ✓ 90% of the users come from Facebook. As they are already logged in to Facebook, they are most likely to “share” and “like” contents.
- ✓ Over 50 million visits in one year and a half.
- ✓ www.fakeshare.com / www.shortme.us / www.googonline.com
Portuguese, English and Spanish
Mobile Version

Press Releases:



“A simple tool for smartly prank your
Facebook friends”

The Washington Post

“fakeShare posts have proliferated like some
kind of invasive pest”

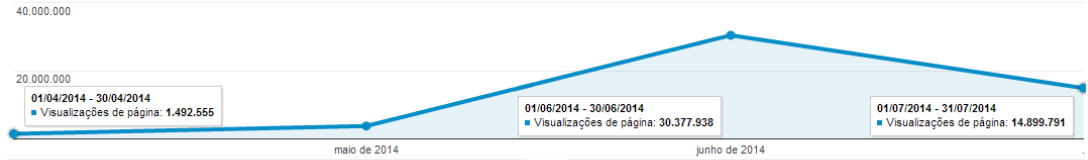
Users:

(Source Google Analytics April/2014 – July/2014)

Visualizações de página X Selecione uma métrica

Por hora Dia Semana Mês

● Visualizações de página (Pageviews)



Sessões (visits)
45.540.026

Usuários (unique users)
37.559.932

Visualizações de página (pageviews)
50.544.862

Age:

25-34 years – 36%
18-24 – 32%
35-44 – 18%
45-54 – 9%
55+ – 5%

Gender:

Male – 53%
Female – 47%

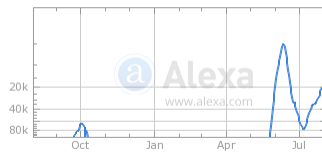
*Google doesn't share information about users under 18 years old

Pais/território	Sessões	Porcentagem de Sessões
1. United States	17.851.229	39,20%
2. United Kingdom	5.840.329	12,82%
3. Brazil	4.801.359	10,54%
4. Netherlands	4.085.316	8,97%
5. Canada	1.940.215	4,26%
6. Greece	1.681.620	3,69%
7. Australia	1.328.473	2,92%
8. Belgium	1.232.979	2,71%
9. Portugal	1.061.271	2,33%
10. Denmark	622.906	1,37%

Tops:

- ✓ Over 300,000 jokes were already created and shared in many different languages.
- ✓ Alexa.com ranks the website as one of the 8 thousand biggest in USA.

Alexa Traffic Ranks



Global Rank [?](#)

 **15,160** ▼ 570,350

Rank in **United States** [?](#)

 **8,022**

Alexa.com (Aug 1st 2014) for shortme.us

- ✓ Our Fanpage has over 8 thousand likes and keeps growing.

ADVERTISING OPTIONS

Some information:

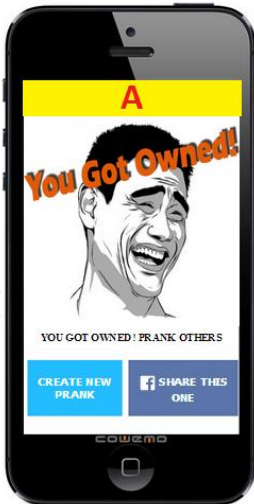
1. Around 95% of the pageviews are on the “jokes” page.
2. Over 70% of the visits are mobile.

MOBILE

Jokes Page:

From April/2014 to July/2014 (Google Analytics)

Pageviews 37,495,000



(A) Premium Mobile

- Only ad in the page. High conversion rate.
- Page showed at once on the screen, no rolling needed. Ad visibility guaranteed.
- Millions of ad-views.
- Responsive (320x50px ~ 728x90px)

Value (CPM):

U\$ 2.50

Home Page:

From April/2014 to July/2014 (Google Analytics)

Pageviews

760,500



(A) Mobile Home Header:

- Responsive (320x50px ~ 728x90px)
- Above the fold

Value:

US\$ 1.00 (CPM)

(B) Mobile Home Footer:

- Responsive (320x50px ~ 728x90px)

Value:

US\$ 0.75 (CPM)

DESKTOP

Jokes Page:

From April/2014 to July/2014 (Google Analytics)

Pageviews

11,450,000



(A) Central Banner:

- High visibility (central)
- Bigger banner accepted (up to 336x280 px)
- Above the fold

Value:

CPM U\$ 1.50

(B) Jokes Sidebanner:

- High visibility
- Above the fold
- Skycraper format (120x600 px)

Value:

CPM U\$ 0.75

(C) Jokes Comments:

- User interaction zone
- Square Format (300x250 px)

Value:

CPM U\$ 1.00

Home Page:

(and all other desktop pages)

From April/2014 to July/2014 (Google Analytics)

Pageviews

710,000



(A) Header (728x90 px):

- High Visibility (First view zone)
- Displayed on all desktop page except Jokes Page

- Above the fold

Value: Monthly U\$ 400.00

(B) Home Sidebanner:

- High Visibility (First view zone)

- Above the fold

- Skycraper format (120x600 px)

Value: CPM U\$ 2.00



(continues next page...)

Ads displayed on all desktop pages: (except Jokes page)

(C) Footer Banner (728x90 px):

- High number of exhibitions

Value: Monthly U\$ 250.00

(D) Footer Block (200x90 px):

- High number of exhibitions

Value: Monthly U\$ 40.00

(E) Partner Banner (200x50 px):

- Banner displayed on **ALL** desktop pages including Jokes pages

- Millions of ad-views with low investment

Value: Monthly U\$ 15.00

ADVERTISING OPTIONS

Option	Displaying Pages	Ad Size	Value (U\$)	Payment
OUR PICKS				
Premium Mobile	Mobile Jokes Page	Responsive (320x50)	2.50	CPM
Central Banner	Desktop Jokes Page	(300x250) or (336x280)	1.50	CPM
Partner Banner	ALL Desktop Pages	(200x50)	15.00	Monthly
Mobile Home Header	Mobile Home Page	Responsive (320x50)	1.00	CPM
Mobile Home Footer	Mobile Home Page	Responsive (320x50)	0.75	CPM
Jokes Sidebanner	Desktop Jokes Page	(120x600)	0.75	CPM
Jokes Comments	Desktop Jokes Page	(300x250)	1.00	CPM
Home Sidebanner	Desktop Home Page	(120x600)	2.00	CPM
Header	Desktop Home and others pages	(728x90)	400.00	Monthly
Footer Banner	Desktop Home and others pages	(728x90)	250.00	Monthly
Footer Block	Desktop Home and others pages	(200x90)	40.00	Monthly

We can also work together in an innovative way creating a unique Joke for your business with customized landing page.

Send your offer, we are motivated to help your campaign beat your estimations.

FakeShare Team

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ADVERTISE HERE!