

GAMEDAILY 
THE INDEPENDENT VOICE OF GAMING

MEDIA KIT

2006

We Have Your Audience

GameDaily is the largest independent video game content syndication company on the web. Through Gamedaily.com and our extensive network of content syndication partners, GameDaily reaches over 23 million gamers a month - far more than any single video game website.

We specialize in Gigex downloads of big demos, MMOs and trailers. We can help you with your next product launch.

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Traditional Ad Placements

The standard IAB fare - and a few surprises!

Leaderboard (728 x 90)

Technical Specifications

| | |
|-----------|---------------------------------|
| Width | 728px |
| Height | 90px |
| Max. Size | 75Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 4 loops |
| Sound | Only user initiated |
| Locations | All pages, except: Video Player |
| Tracking | Yes |



Standard Skyscraper (160 x 600)

Technical Specifications

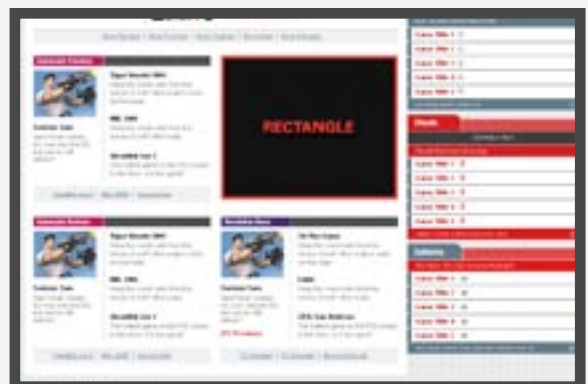
| | |
|-----------|---------------------------------|
| Width | 160px |
| Height | 600px |
| Max. Size | 75Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 4 loops |
| Sound | Only user initiated |
| Locations | All pages, except: Video Player |
| Tracking | Yes |



Rectangle (300 x 250)

Technical Specifications

| | |
|-----------|--|
| Width | 300px |
| Height | 250px |
| Max. Size | 75Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 4 loops |
| Sound | Only user initiated |
| Locations | All pages, except: Download Start Page |
| Tracking | Yes |



Wide Skyscraper (300 x 600)

Technical Specifications

| | |
|-----------|--|
| Width | 300px |
| Height | 600px |
| Max. Size | 125Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 4 loops |
| Sound | Only user initiated & user must be able to turn sound off |
| Locations | Homepage |
| Tracking | Yes |



Interstitial (640 x 480)

Technical Specifications

| | |
|-----------|---------------------|
| Width | 640px |
| Height | 480px |
| Max. Size | 100Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 1 loop |
| Sound | Only user initiated |
| Locations | Between all pages |
| Tracking | Yes |



Corner Peel (640 x 480)

A GameDAILY standard, although you won't see it on many other sites. This custom unit grabs the user - and the Home Page!

Technical Specifications

| | Corner Peel Unit: | Reminder Image: |
|-----------|-------------------------------|-------------------------------|
| Width | 640px | 100px |
| Height | 480px | 100px |
| Max. Size | 200Kbytes | 100Kbytes |
| Formats | jpg, gif, swf, png | jpg, gif, png |
| Animation | Yes, max. 1 loop | No |
| Sound | Only user initiated | n/a |
| Locations | Homepage, Console Homepage | Homepage, Console Homepage |
| Tracking | In house only | |



Thumbnail (120 x 90)

Small but effective!

Technical Specifications

| | |
|-----------|---------------------------------|
| Width | 120px |
| Height | 90px |
| Max. Size | 100Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max. 4 loops |
| Sound | No |
| Locations | All pages, except: Video Player |
| Tracking | Yes |



Need Something Else?

If you haven't found what you're looking for, JUST ASK! We are always open to creating custom solutions that meet your marketing needs.



Video Advertisement

Video available both in our video channel and our download window.

Video Ad (480 x 436)

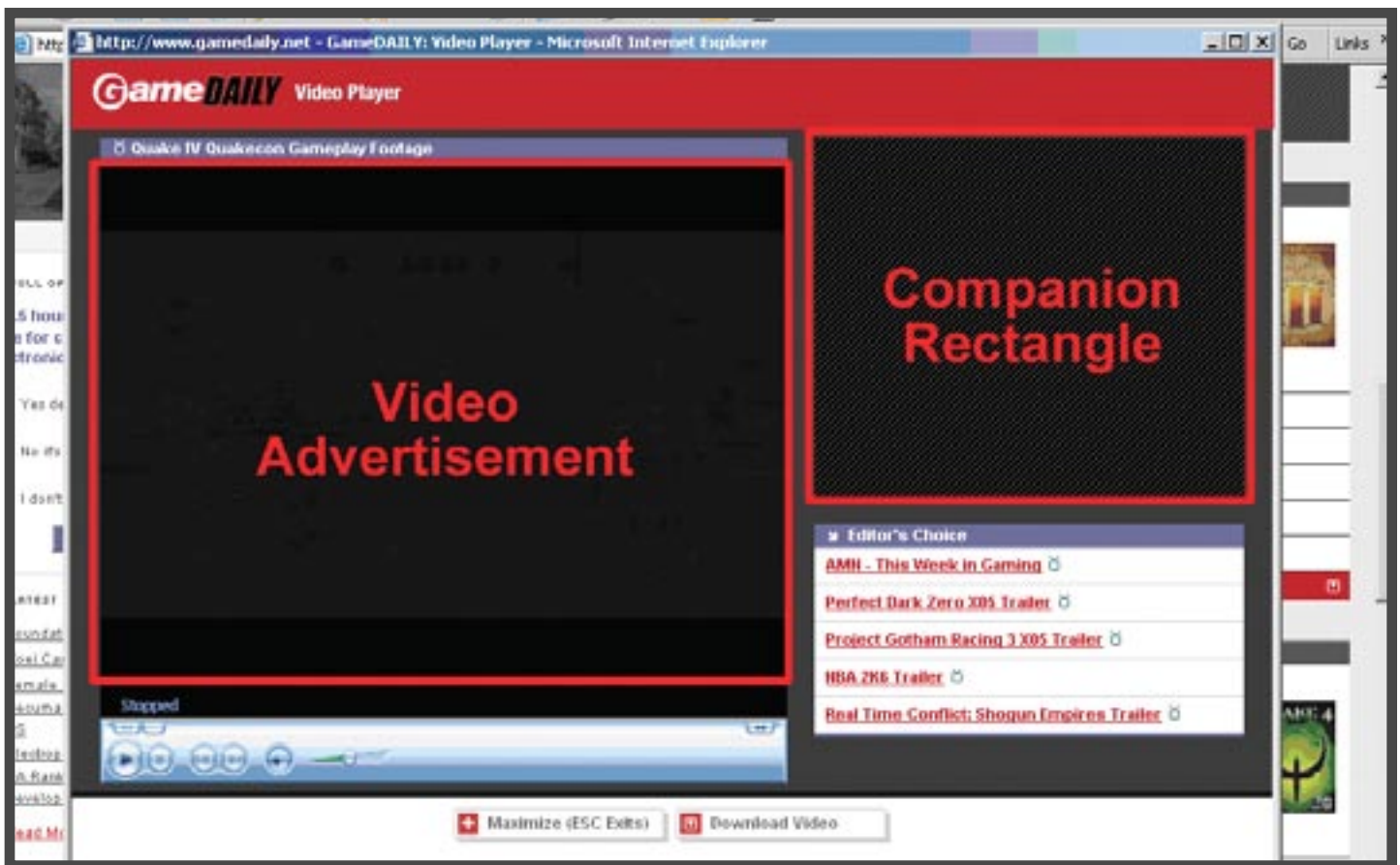
Companion Rectangle (300 x 250)

Technical Specifications

| | |
|---------------|---------------------------------|
| Max. Width | 480px |
| Max. Height | 436px |
| Max. Size | 2-4 Mbytes |
| Max. Length | 30 secs |
| Video Codec | Windows Media Player compatible |
| Audio Codec | Windows Media Player compatible |
| Aspect Ratios | 4:3, 16:9 |
| Location | Video Player |
| Tracking | In house only |

Technical Specifications

| | |
|-------------|-------------------------------|
| Max. Width | 300px |
| Max. Height | 250px |
| Max. Size | 75Kbytes |
| Formats | jpg, gif, swf, png |
| Animation | Yes, max 4 loops |
| Sound | No, (may conflict with video) |
| Tracking | Yes |



File Promotion Products

Our core Gigex offerings - expanded and better than ever!

Download of the Day

| Technical Specifications | |
|--------------------------|--|
| Formats | Any |
| Max. Size | 5Gbytes |
| Special | File must be linked to an existing game SKU |
| Remark | - Can be a non-game related file - Associated Image: 139 x 85 JPG |
| Location | All pages, except: Video Player |
| Tracking | No |

Top 5 Downloads

| Technical Specifications | |
|--------------------------|---|
| Formats | Any |
| Max. Size | 5Gbytes |
| Special | File must be linked to an existing game SKU |
| Remark | Can be a non-game related file |
| Location | All pages, except: Video Player |
| Tracking | No |

Video of the Day

| Technical Specifications | |
|--------------------------|--|
| Max. Width | 480px |
| Max. Height | 436px |
| Max. Size | 50 Mbytes |
| Max. Length | 5 minutes |
| Video Codec | Windows Media Player compatible |
| Audio Codec | Windows Media Player compatible |
| Aspect Ratios | 4:3, 16:9 |
| Special | Must be linked to and existing Game SKU |
| Remark | - Can NOT run as Video Pre-roll - Can be a non-game related file - Associated Image: 139 x 85 JPG |
| Location | All pages, except: Video Player |
| Tracking | No |

Top 5 Video

| Technical Specifications | |
|--------------------------|--|
| Max. Width | 480px |
| Max. Height | 436px |
| Max. Size | 50 Mbytes |
| Max. Length | 5 minutes |
| Video Codec | Windows Media Player compatible |
| Audio Codec | Windows Media Player compatible |
| Aspect Ratios | 4:3, 16:9 |
| Special | Must be linked to and existing Game SKU |
| Remark | - Can NOT run as Video Pre-roll - Can be a non-game related file |
| Location | All pages |
| Tracking | No |

The screenshot displays the GameDaily website interface. Key features include:

- Download of the Day:** A banner for Tiger Woods 2006 with a "Read The Full Review" link.
- Top 5 Downloads:** A list of five game titles, each with a "Read The Full Preview" link.
- Video of the Day:** A banner for Battlefield 2 Multiplayer Demo with a "Show Me The Video" link.
- Navigation:** A top navigation bar with links for "Home", "About Us", "Contact Us", "Privacy Policy", "Terms of Service", "Advertise", "Partners", "Sitemap", and "Feedback".
- Footer:** A footer with links for "Home", "About Us", "Contact Us", "Privacy Policy", "Terms of Service", "Advertise", "Partners", "Sitemap", and "Feedback".

Special Promotions

Our promotional units link to GameDAILY editorial or promotions supporting your content

Hot Spot Promotion

Technical Specifications

| | |
|-----------|---|
| Width | 165px |
| Height | 112px |
| Max. Size | 50Kbytes |
| Formats | jpg, gif, png |
| Animation | No |
| Sound | No |
| Special | Promotion links to editorial content on site. |
| Locations | Homepage; Console Homepage |
| Tracking | No |



Spotlight Promotion

Technical Specifications

| | |
|-----------|---|
| Width | 636px |
| Height | 160px |
| Max. Size | 75Kbytes |
| Formats | jpg, gif, png |
| Animation | No |
| Sound | No |
| Special | Promotion links to editorial content on site. |
| Remark | Left 380px must compliment dark text |
| Locations | Homepage |
| Tracking | No |



Masthead Promotion

Technical Specifications

| | |
|-----------|---|
| Width | 355px |
| Height | 103px |
| Animation | No |
| Sound | No |
| Special | Promotion links to editorial content on site. |
| Remark | Only done in-house |
| Locations | All pages, except: Video Player |
| Tracking | No |



Site Skin

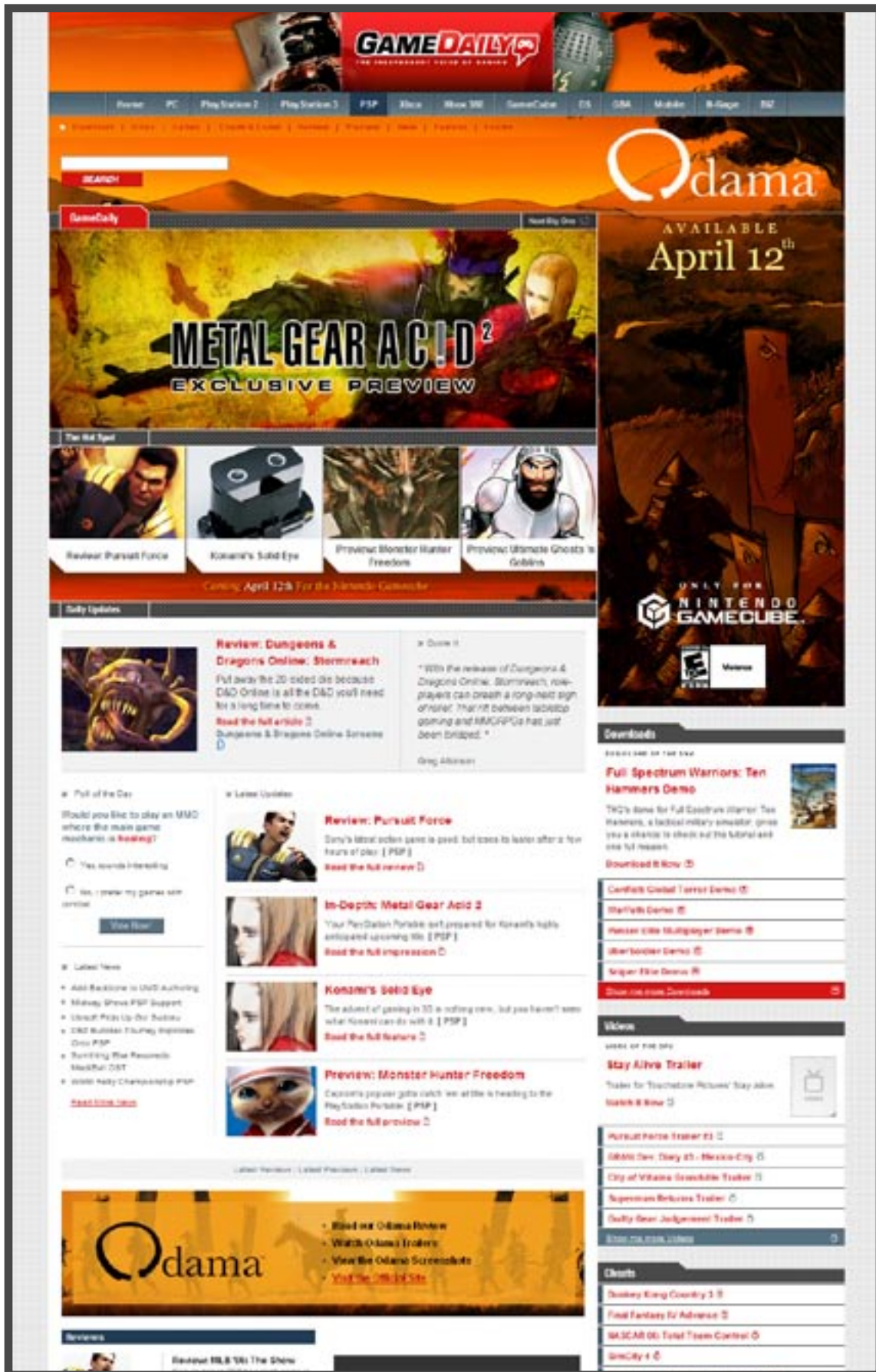
The skin is in! Another custom solution which integrates your brand or product into the GameDAILY webpage.

Technical Specifications

| PART NAME | WIDTH | HEIGHT | REMARK | TEXT | SPECIAL |
|--|-----------------------------|--------|--------------------------------------|---|---|
| Masthead - 2 separate images - 1 for left side - 1 for right side or logo | 355px | 103px | Only in-house creative accepted | Title: 100 chars Subtitle: 100 chars | Promotion links to editorial content on site |
| Sub nav background | n/a | n/a | Only in-house creative accepted | | No links |
| Search background | n/a | n/a | Only in-house creative accepted | | No links |
| Leaderboard | 728px | 90px | Only in-house creative accepted | | No links |
| Wide Skyscraper | 300px | 600px | Only in-house creative accepted | | No links |
| Hotspot footer | n/a | n/a | Only in-house creative accepted | Maximum 5 links | Maximum 5 links |
| Spotlight | n/a | n/a | Only in-house creative accepted | Limited to fit the spotlight space | Promotion links to editorial content on site. This unit is only available on the site homepage. |
| Footer | n/a | n/a | Promotion links to editorial content | | No links |
| Locations: | Homepage; Console homepages | | | | |
| Tracking | No | | | | |

ALL site skin parts have no Animation or Sound

(Site skin example on following page)



Biz Sponsored Content

Technical Specifications

| PART NAME | WIDTH | HEIGHT | SPECIAL | FORMAT | LIMIT |
|------------------|-------|--------|---|-----------------------------|---|
| Teaser | n/a | n/a | Title: 50 chars Description: 250 chars | n/a | Site is limited to max. 1 Advertorial per day |
| Advertorial body | n/a | n/a | Max of 800 words | Text can include hyperlinks | Max of 800 words |
| Image | 120px | 90px | Promotion links to advertorial content on site. | gif, jpg, png | n/a |

Locations: All pages in biz section, Biz Newsletter

Tracking: No

No Animation or Sound



Biz Classified

Technical Specifications

| PART NAME | WIDTH | HEIGHT | SPECIAL | FORMAT |
|-----------------|-------|--------|---|-----------------------------|
| Teaser | n/a | n/a | Title: 50 chars Description: 100 chars | Text |
| Classified body | n/a | n/a | Max of 800 words | Text can include hyperlinks |

Locations: Biz Section Homepage, Biz Newsletter, Biz Classified Index Page

Tracking: No

No Animation or Sound



Biz Featured Classified

Technical Specifications

| PART NAME | WIDTH | HEIGHT | SPECIAL | FORMAT |
|------------------------------|---|--------|---|-----------------------------|
| Teaser | n/a | n/a | Title: 50 chars Description: 250 chars | Text |
| Classified body | n/a | n/a | Max of 800 words | Text can include hyperlinks |
| Image | 120px | 90px | n/a | gif, jpg, png |
| Locations: | Biz Section Homepage, Biz Newsletter, Biz Classified Index Page | | | |
| Tracking | No | | | |
| No Animation or Sound | | | | |



Biz Press Release

Technical Specifications

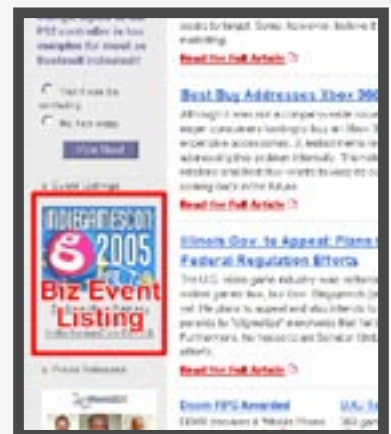
| PART NAME | WIDTH | HEIGHT | SPECIAL | FORMAT |
|------------------------------|-------------------------------|--------|--|-----------------------------|
| Teaser | n/a | n/a | Title: 100 chars Description: 250 chars | n/a |
| Classified body | n/a | n/a | Max of 800 words | Text can include hyperlinks |
| Image | 120px | 90px | n/a | gif, jpg, png |
| Locations: | All pages in Biz section Page | | | |
| Tracking | No | | | |
| No Animation or Sound | | | | |



Biz Event Listing

Technical Specifications

| PART NAME | WIDTH | HEIGHT | SPECIAL | FORMAT |
|------------------------------|------------------------------|--------|--|-----------------------------|
| Teaser | n/a | n/a | Title: 100 chars Description: 250 chars | n/a |
| Classified body | n/a | n/a | Max of 800 words | Text can include hyperlinks |
| Image | 120px | 90px | n/a | gif, jpg, png |
| Locations: | All pages in Biz sectionPage | | | |
| Tracking | No | | | |
| No Animation or Sound | | | | |



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