

# theCHIVE.com



theCHIVE

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# About Us



**“theCHIVE is the most entertaining website on the internet –it’s online crack.”**

-James Hibberd  
*Entertainment Weekly*

- ❑ Established in 2008, theCHIVE.com is Probably the Best Site in the World™. Showcasing original galleries of funny photos, beautiful women, ground-breaking photography, and art from all over the world. A one-stop shop for the net’s hottest, freshest and funniest viral photos and videos.
- ❑ 10 Million monthly UV’s / 41 Million Visits / 145 Million monthly PV’s
- ❑ 8 Minutes: average time spent on theCHIVE
- ❑ US Alexa Rank: 356
- ❑ 1,400,000 Homepage visits per day!

## Past Sponsors:

Sources: Google Analytics and Comscore Media Metrix Jan ‘11



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# Reach



- ➡ 73% Male Audience
- ➡ 83% Adults 21+
- ➡ 174 Comp Index HHI \$100K+
- ➡ **413 Comp Index Males 18-24 -Ranked #5 Worldwide!**

## Traffic

41M visits/mo  
145M PV/mo

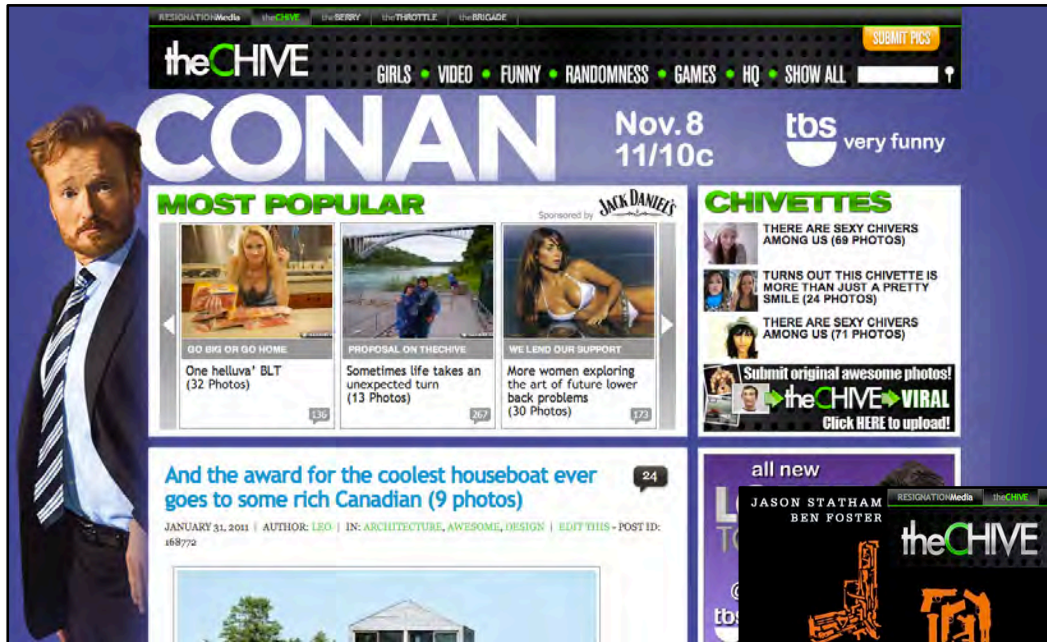
*Sources: Google Analytics and Comscore Media*

	theCHIVE	College Humor	Ebaums	Break	AskMen	Crave
Males 18-34	242	204	235	205	194	193
Males 21-34	274	203	205	195	189	179
Males 25-34	315	178	186	189	171	170



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# theCHIVE Custom Integrations



HP or ROS 970x60  
Pushdown Unit

1,400,000 HP Impressions/day  
Or 6M HP+ROS Impressions/day  
(can be sold as part of takeover too)

HP or ROS Super-Reskin  
Takeover with 300x250 & 160x600  
1,400,000 HP Impressions/day  
Or 6M HP+ROS Impressions/day



# Ad Products

**220x90 Feature Button**  
1,400,000 HP Impressions/day  
Or 6M ROS Impressions/day

**200x60 Sponsored Post**  
1,400,000 HP Impressions/day  
+120,000 Post Impressions/day  
(we are able to create any  
user generated posts on demand)

The screenshot shows theCHIVE website layout with the following elements:

- Top Navigation:** theCHIVE logo, menu items (GIRLS, VIDEO, FUNNY, RANDOMNESS, AWESOME, HQ, SHOW ALL), and a SUBMIT PICS button.
- 220x90 Feature Button:** Located at the top left, featuring a user profile picture and the text "theCHIVE's world famous DAR".
- 728x90 Leaderboard:** Located at the top right, featuring a large image of a room with a TV and the text "or here".
- MOST POPULAR:** A section with three photo thumbnails and captions: "GO BIG OR GO HOME", "PROPOSAL ON THECHIVE", and "WE LEND OUR SUPPORT".
- CHIVETTES:** A section with photo thumbnails and captions: "THERE ARE SEXY CHIVERS AMONG US (69 PHOTOS)", "TURNS OUT THIS CHIVETTE IS MORE THAN JUST A PRETTY SMILE (24 PHOTOS)", and "THERE ARE SEXY CHIVERS AMONG US (71 PHOTOS)".
- 300x250 Box:** A purple box titled "HOW MANY HOURS DOES THE AVERAGE AMERICAN WORK PER YEAR?" with three poll options: 989, 1,777, and 3,148.
- 200x60 Sponsored Post:** A post titled "And the award for the coolest houseboat ever goes to some rich Canadian (9 photos)" with a photo of a houseboat.
- 160x600 Skyscraper:** A vertical ad on the bottom right for legalzoom.com, featuring a lightbulb image and the text "Protect your great idea."
- DEAD SPACE:** A sponsored post at the bottom left for the game DEAD SPACE 2, featuring a character image.

**728x90 Leaderboard**  
1,400,000 HP Impressions/day  
Or 6M ROS Impressions/day

**300x250 Box**  
1,400,000 HP Impressions/day  
Or 6M ROS Impressions/day

**160x600 Skyscraper**  
1,400,000 HP Impressions/day  
Or 6M ROS Impressions/day



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\*Prices Available Upon Request

# Publicity Stunts & Video

## Jenny Dry-Erase 'I Quit' Hoax



- ❑ Actress, Elyse Porterfield worked with theCHIVE to quit her job via dry erase board
- ❑ Hoax went viral and crossed all forms of major media
- ❑ 10 million visitors in 3 days

## Teen Virginity Text Disaster Hoax



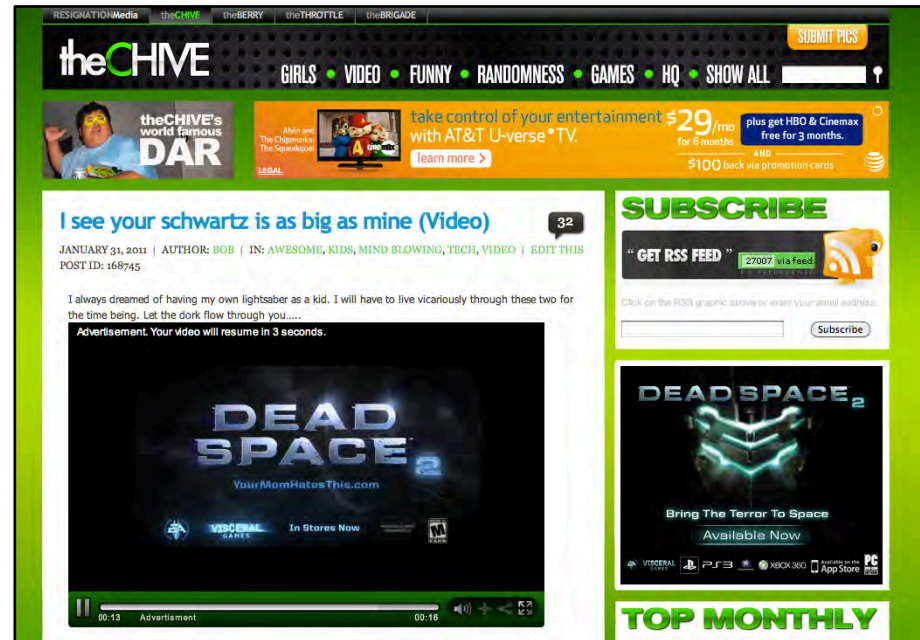
- ❑ Teen accidentally texts her dad she lost her virginity on Spring break
- ❑ Viral online and featured on Jay Leno, Today Show, Good Morning America, The View, Chelsea Handler, etc.

## Donald Trump \$10,000 Tip Hoax



- ❑ Donald Trump leaves waiter \$10,000 tip on \$80 bill
- ❑ Viral online -FoxNews, Huffpo, blogosphere.
- ❑ Featured on E! News, Access Hollywood, CNN, Fox, Bill O'Reilly, Leno, and more.

## Pre Roll Video + Companion



- ❑ theCHIVE showcases the best original, funny & viral videos on the web. Over 2,000,000 video streams/mo
- ❑ Capable of running a 300x250 and/or 728x90 companion ad with :15 preroll video (no :30 videos)

**Contact Us:**

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