



CALVIN  
Ayre.com

GAMBLIN' DRINKIN' & CARRYIN' ON



## WHO WE ARE

CalvinAyre.com is more than just a news website. We offer a dynamic portal into one of the most exciting industries in the world.

Your industry.

The global iGaming industry.

We focus on online gaming news, community and lifestyle content tailored for people working in the online gaming industry. CalvinAyre.com integrates our obsession with an edgy point-of-view with trending topics and provides articles in a straightforward, informative and entertaining style.

24/7 INDUSTRY NEWS—Breaking news, views and opinion

EXCITING CONFERENCE COVERAGE—Complete conference and event articles and videos

CONFERENCE DIRECTORY—Find all the info you need on industry conferences, events and parties

INDUSTRY LEADER INTERVIEWS—Learn about the future of the iGaming industry from the leaders who shape it

SEARCHABLE PHOTO GALLERIES—Beautiful Ayre Head models, re-live an industry party, or catch up on the fun you missed

INDUSTRY JOB POSTINGS—Get a job or just a better one - leading industry companies post their vacancies with us

## WHO WE WORK WITH

Our clients are industry leaders in their field, they include operators, regulators, affiliates, conference organizers and software providers. They all quickly recognize our commitment to be the leading online news provider for the global gaming industry.

## WHAT YOU SAY

*“All of the work they have produced for us has been of the highest standard and we are delighted with the way they represent our overall brand and our events.”*

### Shona O'Donnell

Head of Operations  
iGaming Business

*“CalvinAyre.com is one of the first places I check into on a regular basis. These guys know what they are doing; they know our industry and the major characters and this is reflected in the dynamic coverage they produce.”*

### Robin Le Prevost

Director of eCommerce Development  
Alderney eGambling Limited

## ADVERTISE YOUR COMPANY

If you need to promote your company, brand, product or services, CalvinAyre.com offers engaging online advertising that reaches a unique audience of iGaming executives, enthusiasts, and operators.

CalvinAyre.com is the number one destination for online gaming news with an ever-increasing audience of over 50,000 unique users per month.

Banner advertisements, editorials, featured links and video packages are all available to help target your business and services directly to your audience.

## CONTACT US



CALL US

0207 255 8890



EMAIL US

advertising@calvinayre.com



FOLLOW US

@CalvinAyre

## THE EXPANDING AUDIENCE OF CALVINAYRE.COM

# 70,000

Monthly visits per month

# 50,000

Unique users per month

# 50%

of our audience in North America

# 2.4 mins

users spend on average  
browsing the site

# 21–35

Average age group visiting the site

# 150,000+

website pages and growing

# 1500+

Strong B2B email database

Recent research\* concluded using Google analytics for monthly averages



## OUR AUDIENCE AND WEBSITE STATISTICS

CalvinAyre.com is a unique website, dedicated to bringing up to date industry news coverage to the gaming world.

The sites visitors are interested in one way or another about what is happening in the gambling industry whether it is in Europe, America or Asia.

Our growing traffic from across the globe means CalvinAyre.com is the most relevant website for industry news and lifestyle information.

CalvinAyre.com allow users to quickly find interesting content as well as giving advertisers a platform to market relevant products and services in a manner that matches their target demographic.

Listing your business on CalvinAyre.com means extra coverage on the web and more online customer enquiries.

## CALVINAYRE.COM ADVERTISING PACKAGES AND RATES

### PLATINUM

#### Platinum Packages Available for Offer

##### **Premium Top of Page Banner Rotation (468x60)**

- Persistent on all pages

##### **Sky Scraper Banner (120x600)**

- Persistent on homepage

##### **MPU (300x250)**

- Persistent on homepage

##### **Medium Sized Banner Rotation (234x68)**

- Persistent on all pages

##### **Inclusion in Directory (in your category)**

- Featured Link – Link to site
- Banner (468x60)
- Linked Listing

##### **Value Added Options**

- Display Banner inclusion in our monthly B2B e-mail newsletter
- All your company press releases published on CalvinAyre.com
- Article, interview, or advertiser supplied article – 1 x a month
- WebTV episode advertising – Appears as a Must watch at the start of our popular web TV episodes
- WebTV Profile feature about your company 1x every 3 months
- Company profile feature 1 x every 6 months

##### **Platinum Packages**

3 Months – £3000

6 Months – £5000

Annual Package – £8000

### GOLD

#### Gold Packages Available for Offer

##### **Premium Top of Page Banner Rotation (468x60)**

- Persistent on all pages

##### **Medium Sized Banner Rotation (234x68)**

- Persistent on all pages

##### **Inclusion in Directory**

- Featured Link – Link to site
- Banner (468x60)
- Linked Listing

##### **Value Added Options**

- Display Banner inclusion in our monthly B2B e-mail newsletter
- All your company press releases published on CalvinAyre.com
- Article, interview, or advertiser supplied article – 1 x a month
- Company profile feature 1 x every 6 months

##### **Gold Packages**

3 Months – £2000

6 Months – £3500

Annual Package – £6500

### SILVER

#### Silver Packages Available for Offer

##### **One Medium Sized Banner Rotation (234x68)**

- Persistent on all pages

##### **Inclusion in Directory (in your category)**

- Featured Link – Link to site
- Banner (468x60)
- Linked Listing

##### **Value Added Options**

- Display Banner inclusion in our monthly B2B e-mail newsletter
- Company profile feature 1 x every 6 months

##### **Silver Packages**

3 Months – £1000

6 Months – £2000

Annual Package – £3000

### VALUE ADD ONS

#### **“Presented By” Ads**

Advertise your company or event at the beginning of popular webTV episodes.

- Reoccurring episodes available for sponsorship
- Event/Conference Highlight piece
- Event/Party Highlight piece
- Question of the Day
- Becky’s Bender monthly calendar

£100 Per Episode

#### **Access To On Camera Talent For Specific Projects**

Reporters and the Ayre Heads to cover your event or write article on your product/service or promotion.

#### **Rates Vary depending on scope of event – please enquire**

#### **Corporate Profile Piece**

Is your company looking to gain more media coverage? Do you need a video on your website showcasing your service or product? We can create a video feature or interview by one of our Tablog Reporters customized to fit your company’s needs.

Examples include:

- On camera interview
- Office tour
- Feature event coverage (video/pictures/article)
- Viral style video

Rates Vary depending on scope of event  
– please enquire

ALL PACKAGES AND RATES ARE  
SUBJECT TO CHANGE AT SOLE  
DESCRETION OF CALVINAYRE.COM  
AT ANY TIME.