

Advertising rates 2013

CaptchaAd GmbH is a marketer for **Online-Video advertising**.

With our interactive Online-Video-Advertisement-format, we offer unique solutions for publishers as well as advertisers and media agencies.

The known advantages of video ads, such as appeal to the **emotions** and **user involvement**, are combined with intelligent integration into processes that bring **high additional value** for the user.



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Because of this, users like to **interact** and answer a question dealing with the content of the commercial. The CaptchaAd advertising format **guarantees that the users concern themselves** with the advertising message making it the future-oriented and most effective vehicle for your **brand communication** on the Internet.

- ▶ Intelligent positioning brings **added value for the user**
- ▶ In more than **95%** of cases, the question for the commercials is answered **correctly**.
- ▶ CaptchaAds can show precisely how many users **dealt** with the commercial
- ▶ **Guaranteed contact** with the advertisement is more valuable than the purely technical reach
- ▶ More than **30 million** interactive video impressions **per month**
- ▶ Much **higher click rates** than pre-roll ads
- ▶ CaptchaAd is the ideal advertisement-format for establishing products and brands, to generate verifiable **awareness** and to gain the resulting market shares and **increase the turnover**.



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1 Standard Player

Size: 300 x 250 pixels

2 XL-Player

Size: 600 x 400 pixels

Due to the user's highest possible attention, your advertising message will have an even stronger impact.

3 Branded Player

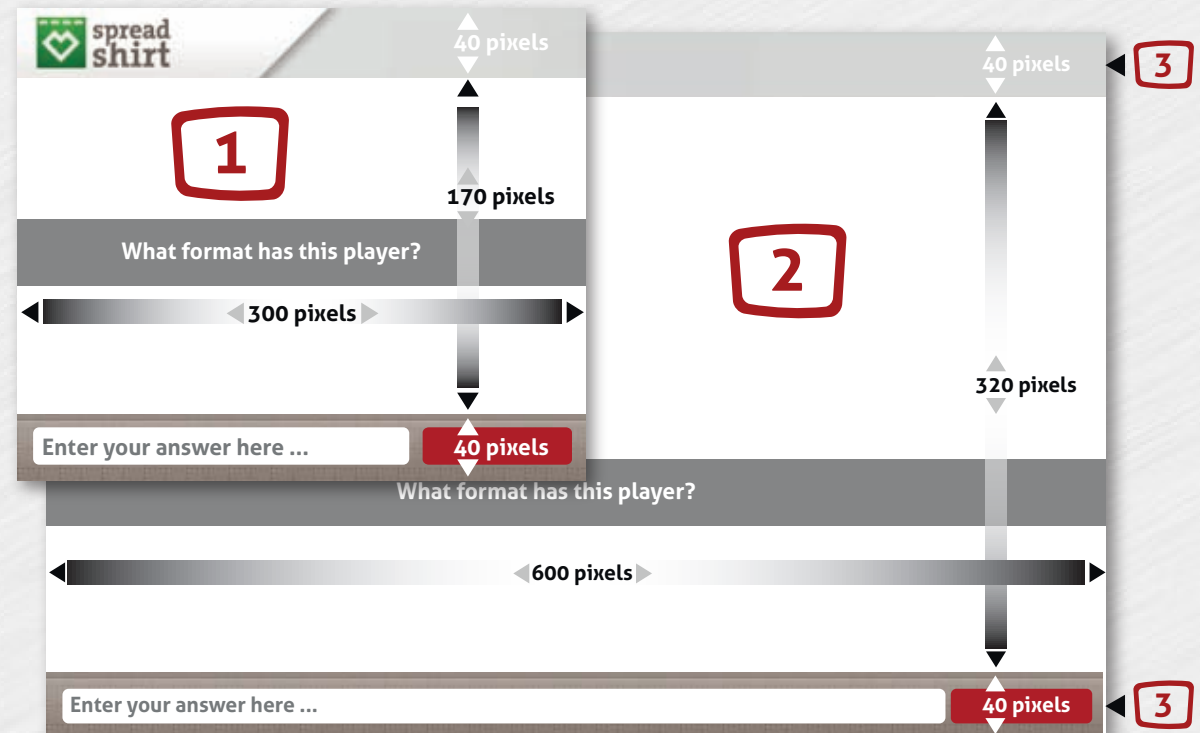
Sizes:

1 300 x 250 pixels

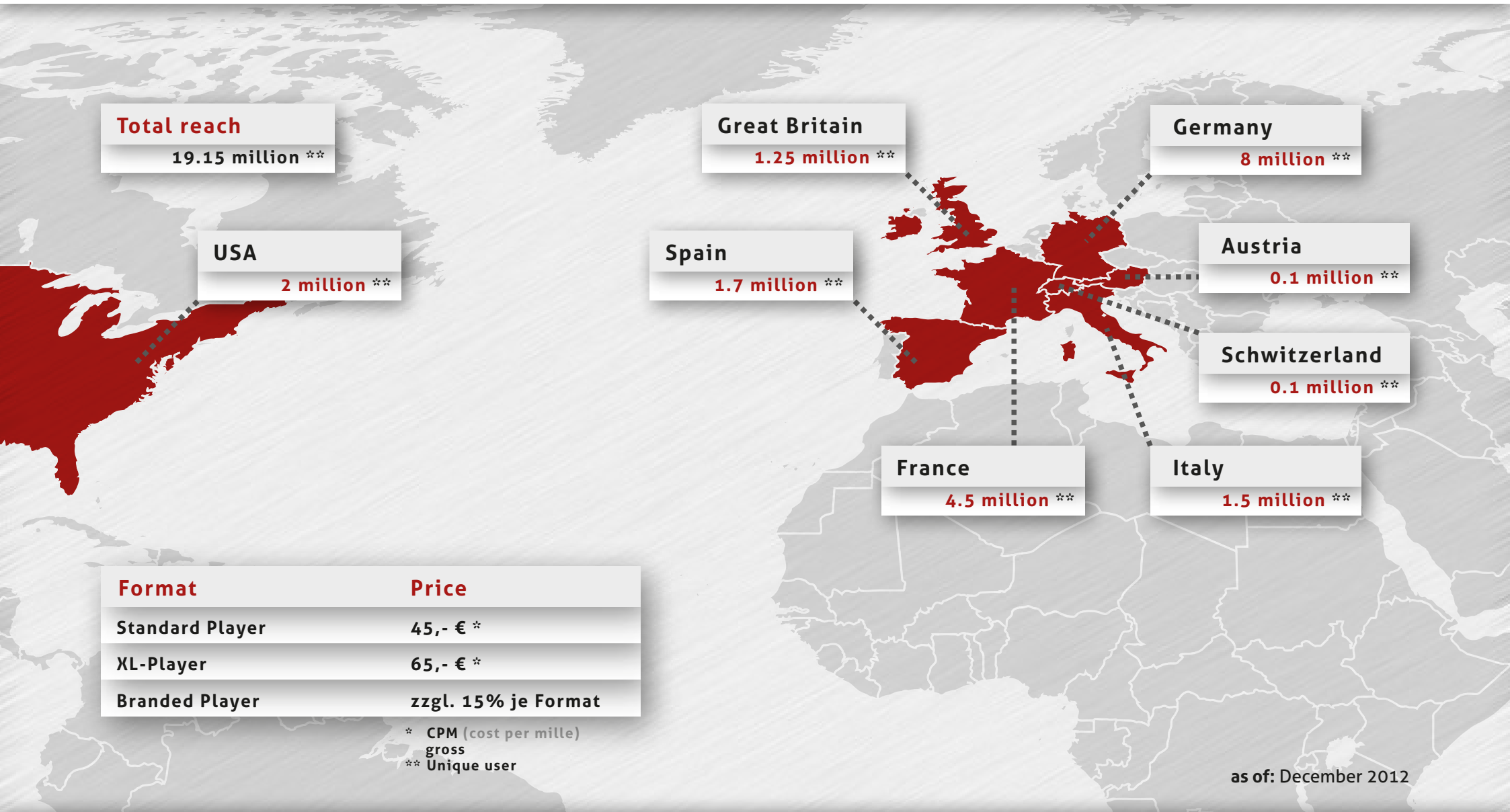
2 600 x 400 pixels

The Branded player creates the highest possible advertising impact and engagement for your brand plus an even higher recognition value due to additional elements.

Both players illustrated on the right are "Branded Players". In non-branded players, the branding areas at the top and bottom are colored black.



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| Format | Price |
|-----------------|---------------------|
| Standard Player | 45,- € * |
| XL-Player | 65,- € * |
| Branded Player | zzgl. 15% je Format |

* CPM (cost per mille)
gross
** Unique user

as of: December 2012

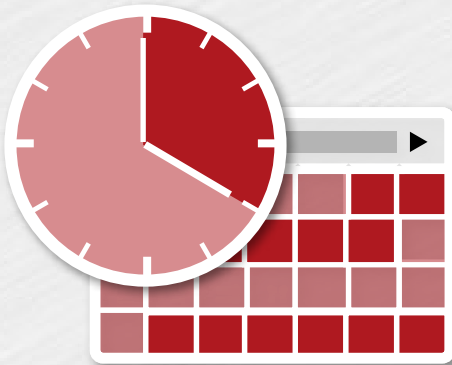
Targeting Options

Demographic



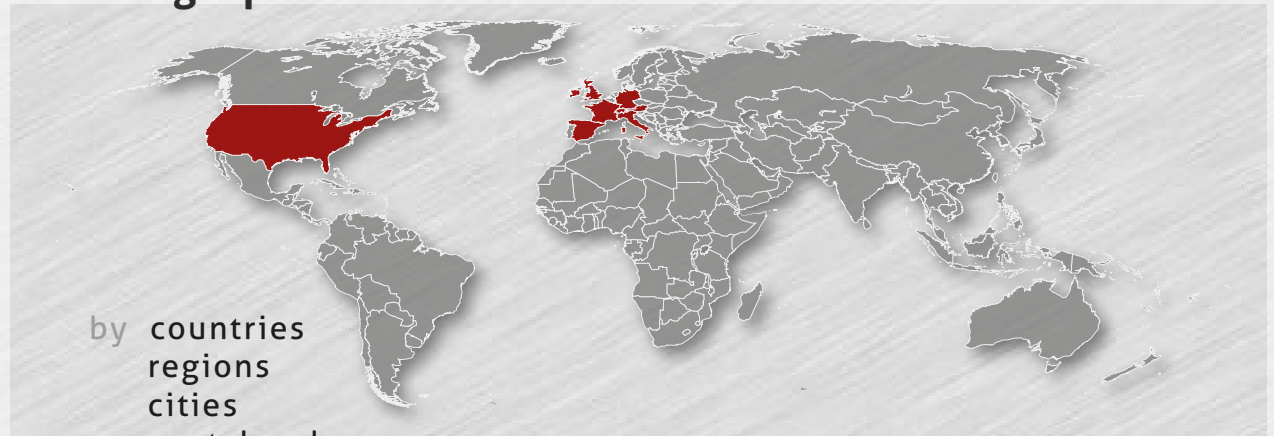
by age
by gender

Time



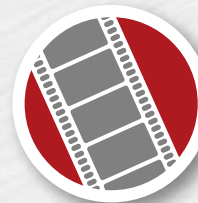
by days
by times of day

Geographic



by countries
regions
cities
postal codes

Target groups



Gaming and Entertainment

Advertising impact study by the Fresenius University of Applied Sciences and MITSUBISHI MOTORS

In the study, a modern advertisement (Medium rectangle) was compared with an CaptchaAd.

Setup:



CaptchaAd



Advertisement (Medium Rectangle) with reCAPTCHA



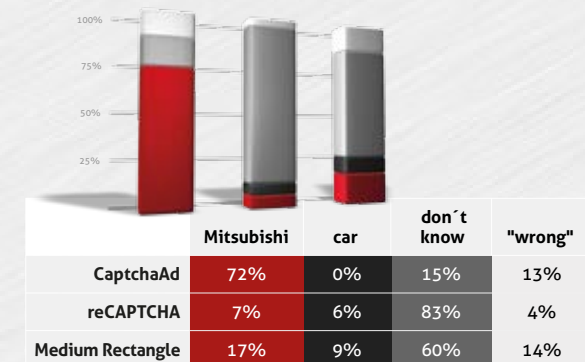
Advertisement (Medium Rectangle)

Conclusion:

CaptchaAd is the effective advertisement for brand and product communication and can make the success of branding campaigns measurable.

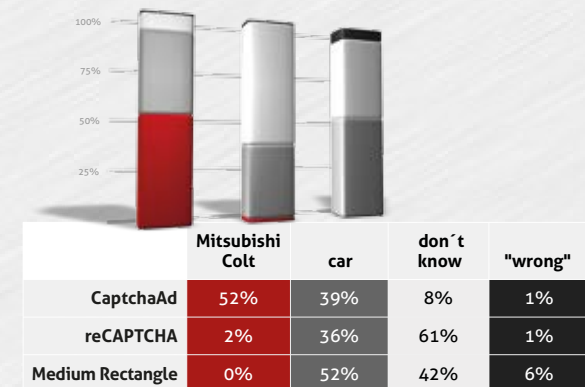
Question:

With which brand dealt the commercial?



Question:

With which product dealt the commercial?



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SEO

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* Global Entrepreneurship Competition 2010, World Innovation Summit, Barcelona/17.06.2010, 2nd place

* Start-up des Jahres 2009, Deutsche-Startups.de, Berlin/01.12.2009, 2nd place

IBTEC 2009, The Intel®+UC Berkeley Technology Entrepreneurship Challenge, Berkeley/19.11.2009, 2nd place

* enable2start 2009, Financial Times Deutschland, Hamburg/17.11.2009, Winner

* TechCrunch Europe Munich 2009, München/20.10.2009, 2nd place

* StartupCamp 2009, Sun Microsystems, Köln/06.03.2009, 1st place