



**iGAMING  
CAPITAL.MT**

# Media Kit



## Malta's most influential iGaming portal, enjoying a strong local and global audience

Having gained credibility and a solid reputation, iGamingCapital.mt has evolved into Malta's largest and most influential iGaming specialist portal fully dedicated to the booming iGaming industry. Backed by a team of technical writers and online strategists, iGamingCapital.mt is constantly updated with all the latest content and developments unfolding in the iGaming industry, predominantly in Malta as well as in other major jurisdictions. With a growing following of thousands of people directly involved in the iGaming industry, our demographics show that 60 per cent of our audience is based in Malta whilst the portal also enjoys a growing global – predominantly European – audience, which has now peaked at 40 per cent of our total audience. Out of the 40 per cent global audience, the key readership markets are the UK, the USA, Sweden, Spain, Ireland, Germany, Netherlands, Italy and Denmark. Equally impressive is the reach of iGamingCapital.mt on LinkedIn and Facebook, with a clear growing following in Malta and in various countries, predominantly in Europe, that are also iGaming jurisdictions.





iGamingCapital.mt is the sister brand of iGamingCapital magazine, the annual high profile iGaming magazine distributed to all iGaming companies in Malta. Owned and operated by Content House, Malta's largest and leading online and print media house, iGamingCapital.mt is backed by a specialised team of editors and journalists, as well as a large, dedicated team of creative and art directors, online marketing strategists, social media experts, and a strong arm of sales and business development.

iGamingCapital.mt has proved to be a catalyst in Malta's iGaming industry, serving as an online networking platform for the gaming industry in Malta whilst attracting a significant global and international audience including professionals directly or indirectly linked to the iGaming industry, particularly within the European market. The iGaming networking portal has also managed to create synergies between industries working in this sector, be they iGaming companies, affiliate marketing companies, recruitment companies, legal firms, accountancy and auditing professionals, as well as corporate and fiduciary companies, and those working in software and ICT.



# Online Advertising Packages

## Animated Advertising Banners

In keeping with international trends, our banner sizes match those utilised by major international portals, and are enhanced to maximise exposure across all devices, including smartphones and tablets. Large banners make it easier for advertisers to get their message across, which will yield better results. These are the animated banner options we offer:

### Billboard Banners

Media Size: 970x250 pixels

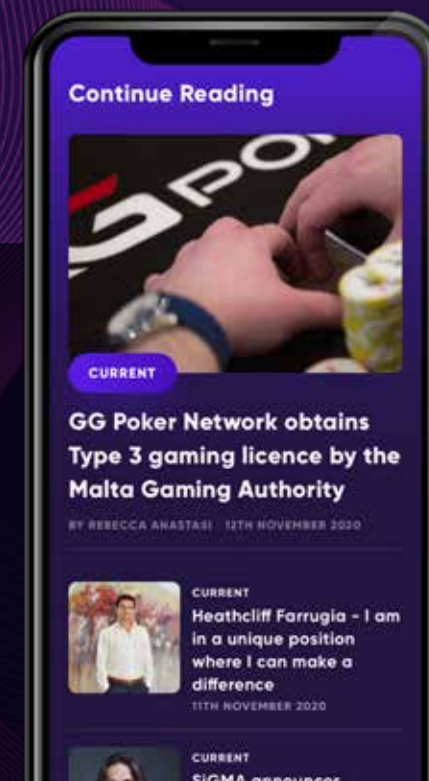
1 month €700

### Half-page Banners

Media Size: 300x600 pixels

1 month €700

The above rates are based on 10% occupancy.  
File format: JPG, PNG, GIF or animated GIF.  
Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).



Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. Our team will ensure that your banner projects a high standard across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page and rectangular OR billboard and rectangular) will need to be sent prior to the commencement of the campaign. Moreover, your banner ads will be highly visible in the specific business searches, in the articles, as well as on the homepage, of course depending on the percentage of penetration acquired.



## **NEW** Advertising formats that won't go unnoticed



### **Full-screen Scrollover**

Exclusive to mobile, this ad is all about getting noticed. The concept is simple yet super effective. As users scroll, the ad is displayed in full view and takes over the full screen. There's no way your ad will be missed.

**1 month €1,000**

The above rate is based on 10% occupancy

Media size: **450x800 pixels**, File format: **JPG**, Max. Size **150KB**



### **Desktop Takeover**

Available on desktop, this ad guarantees maximum reach and exposure. Running at a 100% occupancy on the homepage and article pages throughout the duration of the campaign, the ad will be the only one of its kind running on the site at any given time.

**1 month €1,500**

The above rate is based on 100% occupancy

Media Size: **1920x1080 pixels**, Max. Size **4MB**

Text Safe Area for Screen Takeover: Any text is to be included in the centre of the artwork

## **NEW** Advertising formats that won't go unnoticed

### **Outstream Video Ad**

There's no doubt that video is an extremely powerful form of advertising, with Outstream Video Ads being the most innovative – a game changer in the digital world. So what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all article pages and becomes visible as users scroll through.

1 month **€1,200**

The above rate is based on 10% occupancy

File format: **.mp4**

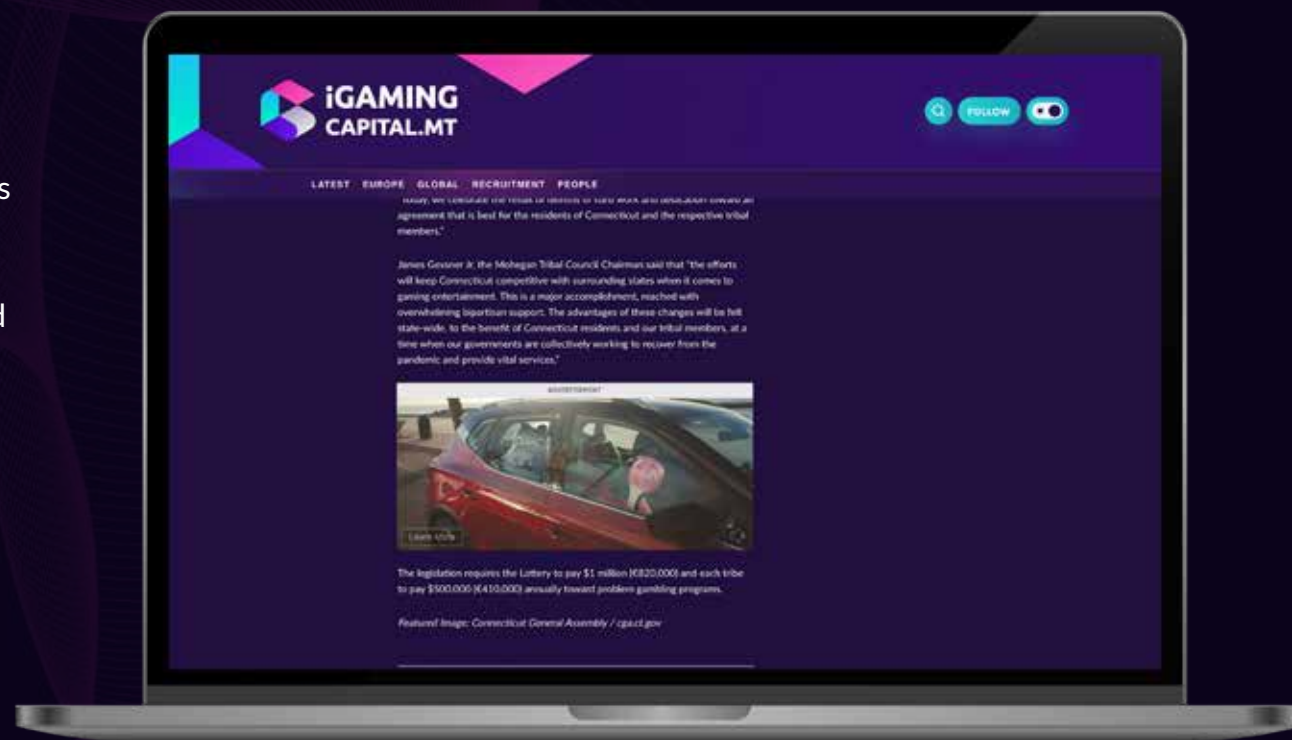
Max. Size **8MB**

Ratio: **16:9**

Dimension: **1280x720px**

Video Duration: **15/30 sec**

FPS: **24**





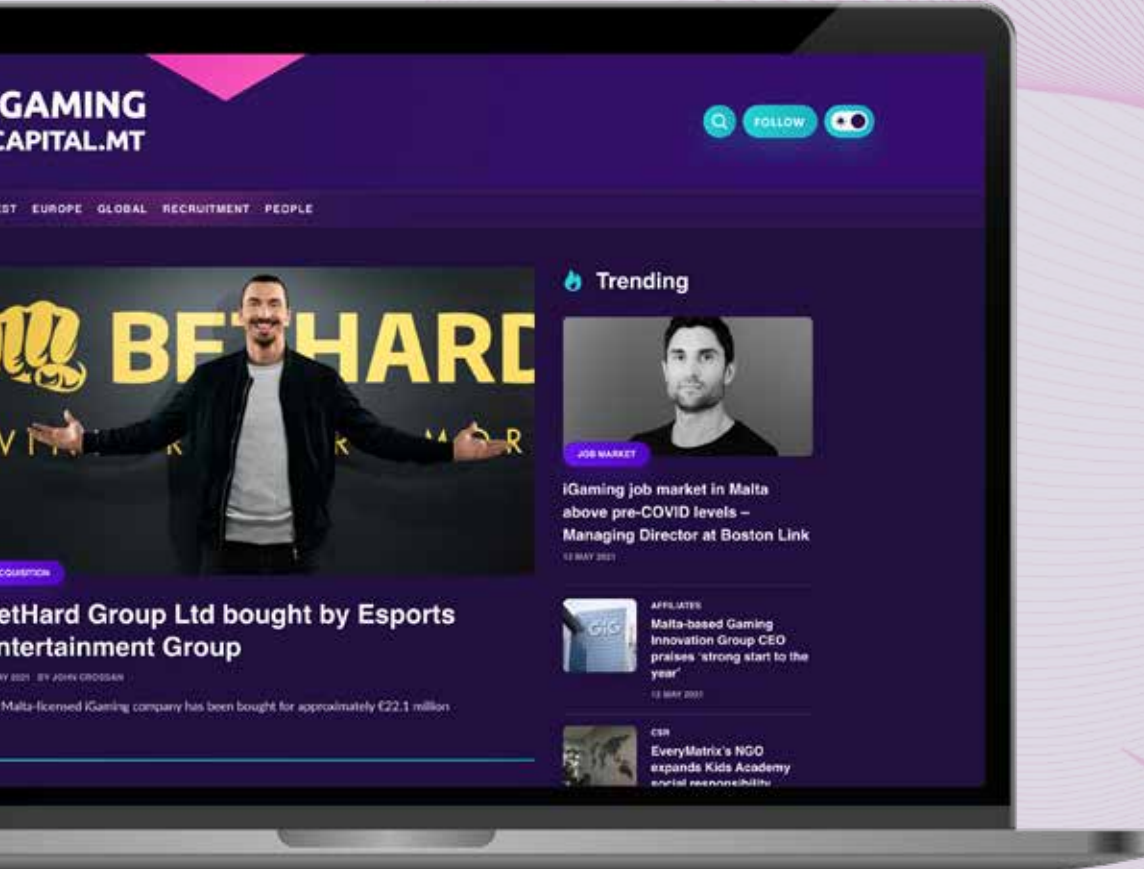
## Sponsored Content

**€1,500 (includes Journalist & Photographer Fees)**

Sponsored Business Content is considered one of the most effective means of modern digital marketing. Through it, advertisers can reach an audience in a seamless way and without disrupting the flow of content reaching the end user. Sponsored Content is essentially online content created for paid promotion, which does not use a traditional ad format such as a banner ad, but includes editorial content such as an interview with a business professional, a case study or a product/event review.

## The Process

The interview is handled by one of our business writers and then passed on to the client for approval. Such interviews can be carried out on Zoom or Teams. Once uploaded it is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will ensure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Facebook. Additional exposure will also be given through our LinkedIn page. The fee is all inclusive, and covers all the different elements of the job from digital marketing to the assigned journalist, as well as photography.



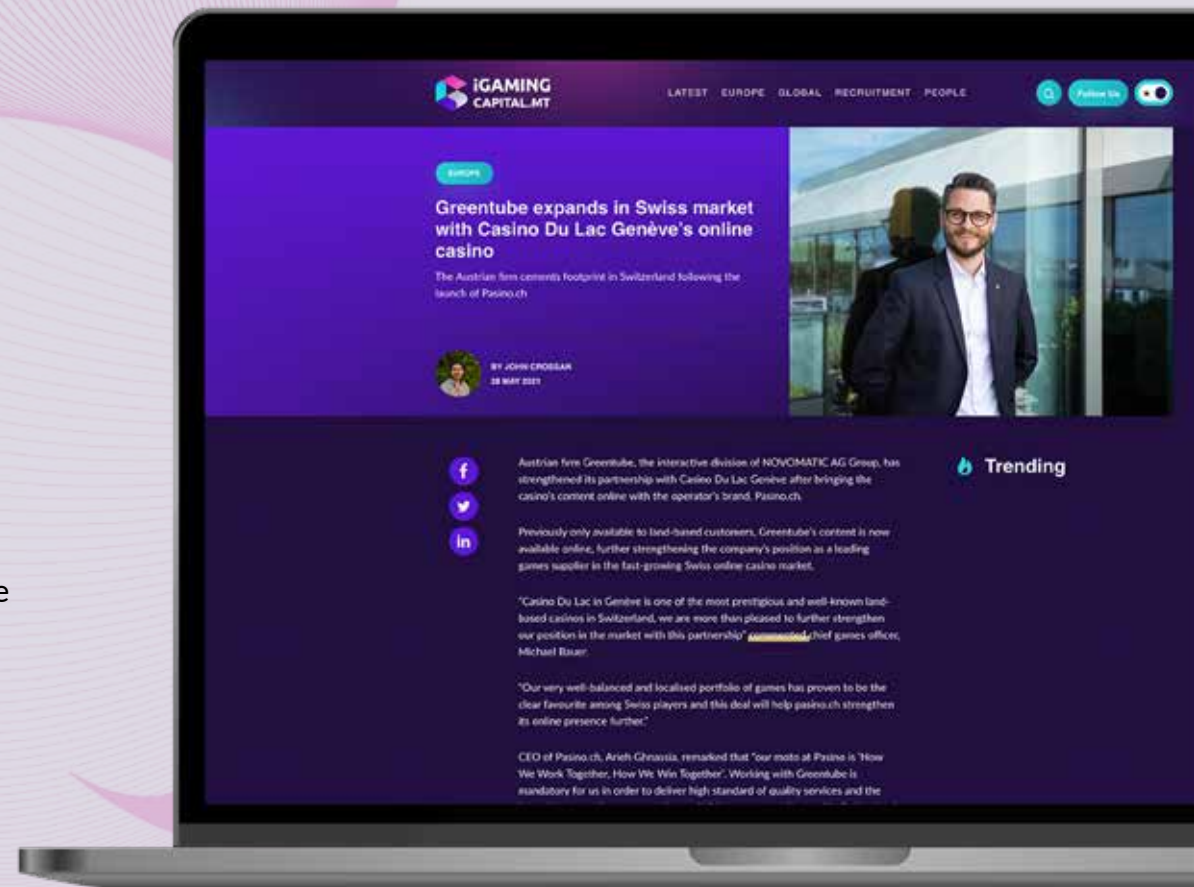
## iGaming Briefs

**€1,500 for 3 short features or €750 for 1**

Your company is constantly in need of communicating its message to the iGaming industry at large, be it companies, expats, or businesspeople. On many instances you want to get your news out fast. We've created the iGaming Briefs to provide you with such a platform where you can be concise and quick, using a maximum of 250 words + images per article, which would be supplied by yourself and reviewed by our editorial team. **If you purchase a bundle of 3, you can use the bundle within 12 months (from date of purchase).**

## The Process

Once you send the text, our business writers will proofread your text and will apply any necessary tweaks to bring the feature in line with the portal styleguide. Images of a high quality must also be supplied together with the text to give better context to the post. Once it's ready to go, our digital marketing specialists will apply all the necessary tools to ensure your news is viewed by as many people as possible. Additional exposure will also be given through iGamingCapital.mt's social channels, such as **Facebook** and **LinkedIn**. Here we will post and also boost for you!





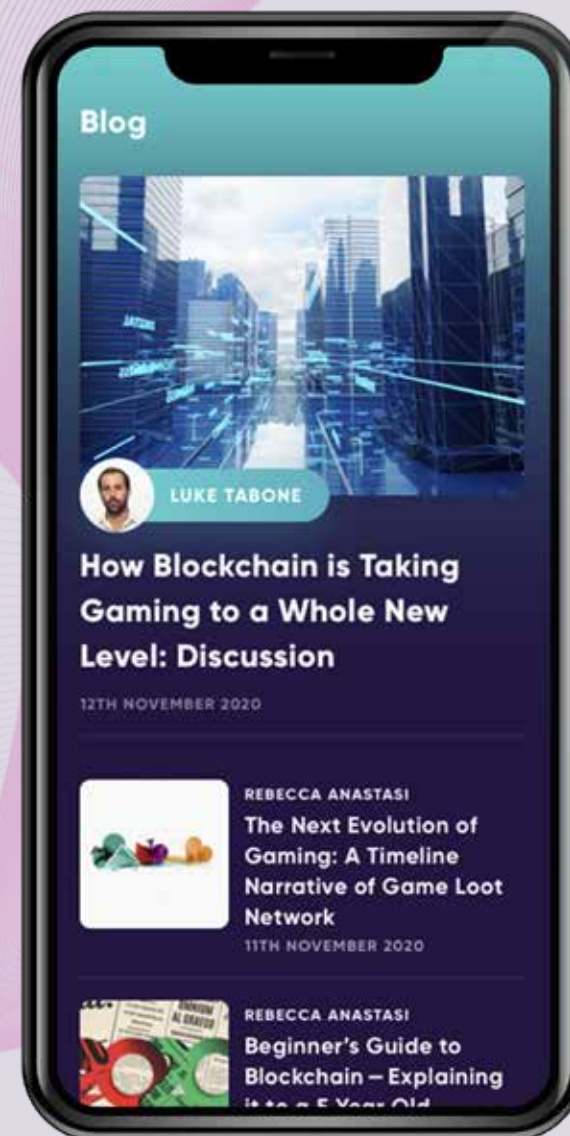
## **Blogs**

### **€600 per blog post**

Are you an expert in your field and keen to share your knowledge with the world? Then posting a regular blog on iGamingCapital.mt is the best way to go. Blogs are written by professionals on subjects ranging from insider industry insight to a discussion on relevant proposed legislation. Voice your opinion and be heard by leading industry professionals.

## **The Process**

It's simple. Grab your keyboard and get typing because that's all you need to do to get your message across, and then leave the rest to us. Blog posts should be around 700 words long, and include the name of the author, bio photo and designation within the company. Once we receive your material it will be proofed by a journalist, uploaded and posted to our social media platforms and boosted.



## **Official Partner Status €15,000**

With an Official Partner Status you will gain access to iGamingCapital.mt whenever you need it! Through this 12-month partnership, your organisation will get into a league where you can count on our support whenever you need it. So if your company has launched a new product, has a major announcement to make or an important statement to communicate, you can count on us – you will be able to rely on our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular social pages too, both on Facebook and LinkedIn.

Gaining the status of an Official Partner of iGamingCapital.mt is indeed prestigious and is a reserved privilege for brands that match the character and personality of the iGamingCapital.mt brand. But besides gaining status and prestige, an organisation that becomes an official partner of iGamingCapital.mt will also benefit from the following:

- 1. An animated online advertising banner at 10% occupancy for 12 months** on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the Official Partner Status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 banners concurrently on other months, the Official Partnership programme is flexible enough to accommodate a bespoke approach that's tailored to your needs.



**2. Sponsored content articles published on the portal on demand.** Whenever you have news to communicate to the iGaming community, companies, business leaders, people in management and professionals, and people in business that work closely with the industry, you can make use of our portal, and our popular social pages on LinkedIn and Facebook to reach out – the relationship at this level caters for an ad hoc approach, tailored to your requirements.

**3. Your logo will feature within a footer on each and every page of the site, including articles and our homepage.** Your logo will also be clickable and will lead to any URL of your choice, whether it's your website or Facebook page, etc.

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#### TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 – Artwork Resizing: €50
- A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
- Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.