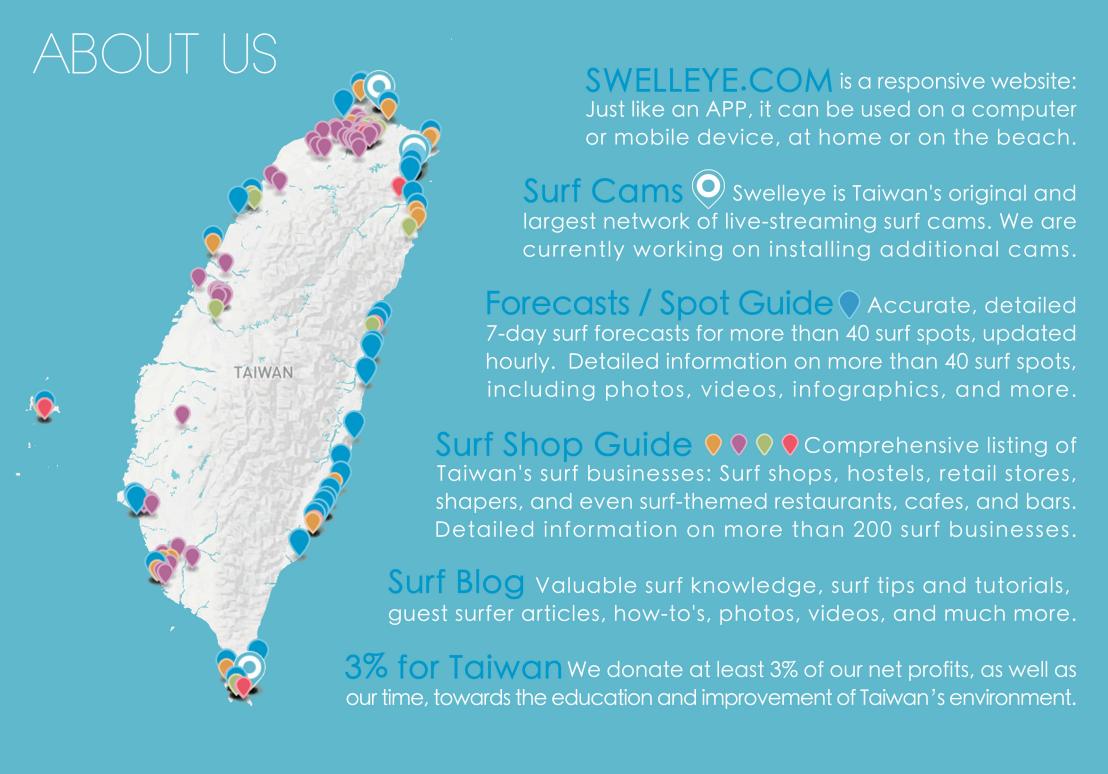


SWELLEY'S
UNIQUE USER
BASE IS
GROWING AT
AN AVERAGE OF
17% Mom

As the authoritative source of surf cams, surf forecasting, and surf information in Taiwan, we strive to inspire a better surf culture and surf lifestyle in Taiwan. In the first 7 months since the launch of swelleye.com, it has reached 71,891 unique users, with 531,275 total page views.

Google Analytics, 2018.09.01



SWELLEYE DEMOGRAPHICS

Male: 81%

Female: 19%

Taiwan 98%

USA: 0.5%

Hong Kong, Japan, Australia, Indonesia, Philippines: 1.1%

Others: 0.4%

18 - 24: 10%

25 - 34: 48%

35 - 44: 31%

45 - 54: 8%

55 - 64: 3%

Data: Google Analytics

SOCIAL

Swelleye's Facebook page reached 5,000 fans in less than 6 months. 4,367 (83%) live in Taiwan, with 35% living in Taipei. 85% of our FB fans are surfers or are interested in surfing.

Data: Facebook Audience Insights (Collected July 27, 2018)



5,296

USER ANALYTICS 238k 531k 72k Page Views Unique Users Sessions Google Analytics 2018.01.27 - 08.31 March April Aug May July Feb June Unique Users 5,112 6,286 8,212 9,531 11,569 13,817 14,777 MoM Growth 11% 35% 13% 25% 16% 4% MoM = Month-over-Month

AD ANALYTICS



5.8k Ad Clicks 0.51% ctr

	Days	Ad Views	Ad Clicks	CTR	
Feb	28	62,455	489	0.78%	
Mar	31	113,564 1 64%	586 ↑8%	0.52% ↓- 40%	
April	30	104,908 ↓- 5%	534 \ - 6%	0.51% 1%	
May	31	128,234 19%	787 [†] 44%	0.61% 17%	
June	30	201,406 1 62%	858 1 3%	0.43% ↓- 28%	
July	31	265,805 ↑29%	1,065 1 21%	0.40% ↓- 9%	
Aug	31	303,528 1 11%	1,024 \ - 7%	0.34% ↓-19%	

CTR = Click-Through-Rate

AD PRICING COMPARISON

Display Ad CPM



Swelleye Average CPM



Industry
Average CPM

Source

In-Stream Video Ad CPM



Swelleye Average CPM



Industry
Average CPM
Source

Display Ad CPC



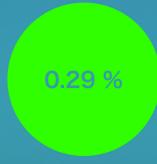
Swelleye Average CPC



Industry
Average CPC

Source

Display Ad CTR



Swelleye Average CTR



Industry
Average CTR

Source

SWELLEYE AD RATES

Ad Type	August Ad Views	August Ad Clicks	August CTR	Days	Price	СРМ	CPC
Top Banner 940 x 170	91,298	262	0.29%	31	NT\$11,412	NT\$125	NT\$44
Surf Stream 60 像素高	22,071	52	0.24%	31	NT\$5,959	NT\$270	NT\$115
Mid-Page Banner 940 x 170	41,642	147	0.35%	31	NT\$4,997	NT\$120	NT\$34
Box 300 x 250	31,377	97	0.31%	31	NT\$3,608	NT\$115	NT\$37
Tall Box 285 x 360	35,444	88	0.25%	31	NT\$3,367	NT\$95	NT\$38
Half Box 300 x 150	30,215	38	0.13%	31	NT\$1,058	NT\$35	NT\$28
Sponsor 125 x 125	12,259	57	0.46%	31	NT\$981	NT\$80	NT\$17

CPM = Cost Per 1.000 ad views

CPC = Cost Per Click

CTR = Click-Through-Rate

- · Pricing based on previous month's Google Analytics results. Updated 2018.09.01
- · Multiple Ad Special: Combinations of two or more online ads will be discounted by 20% of the total.
- We will measure and analyze the results of your advertising, and provide you with monthly analytics. This will help you assess whether you are achieving your advertising goals and receiving a return on investment.

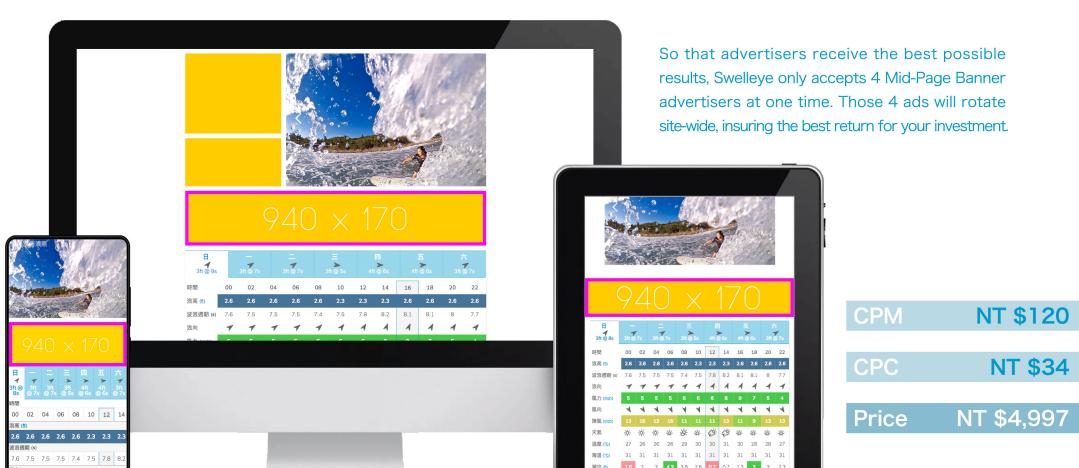
TOP BANNER AD 940 X 170



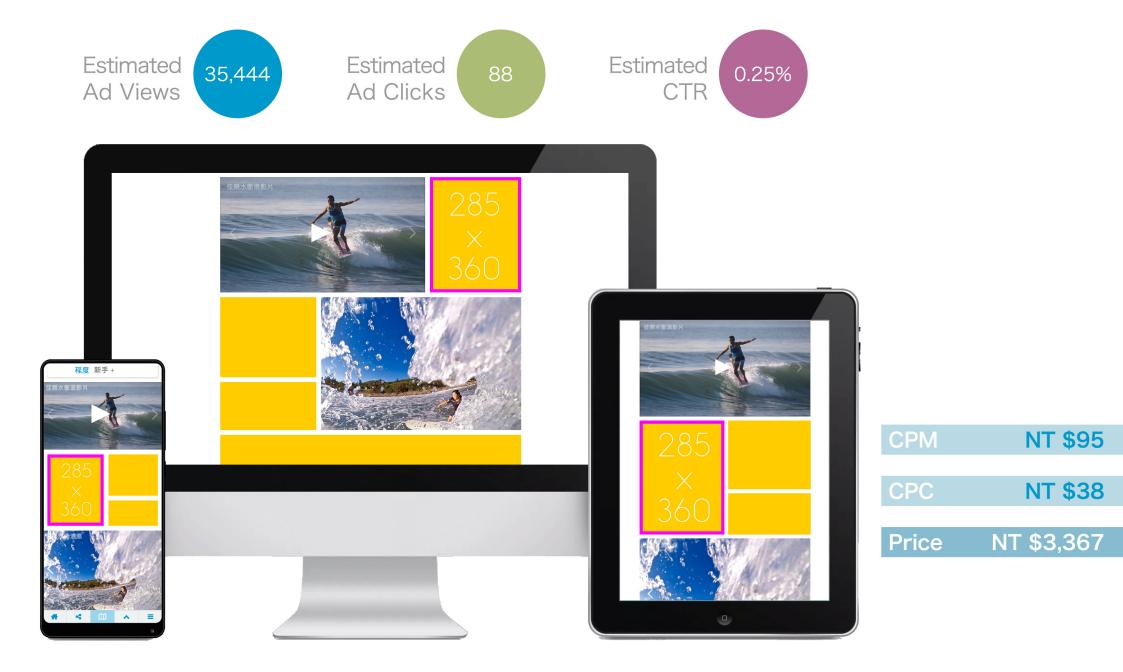


MID-PAGE BANNER AD 940 X 170

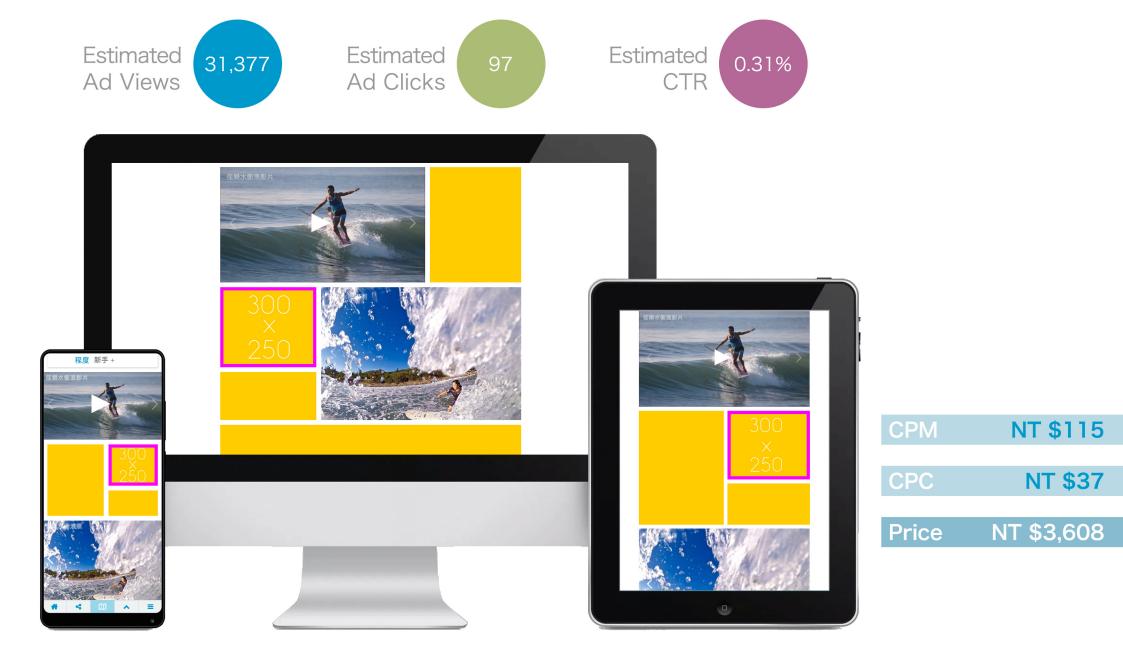




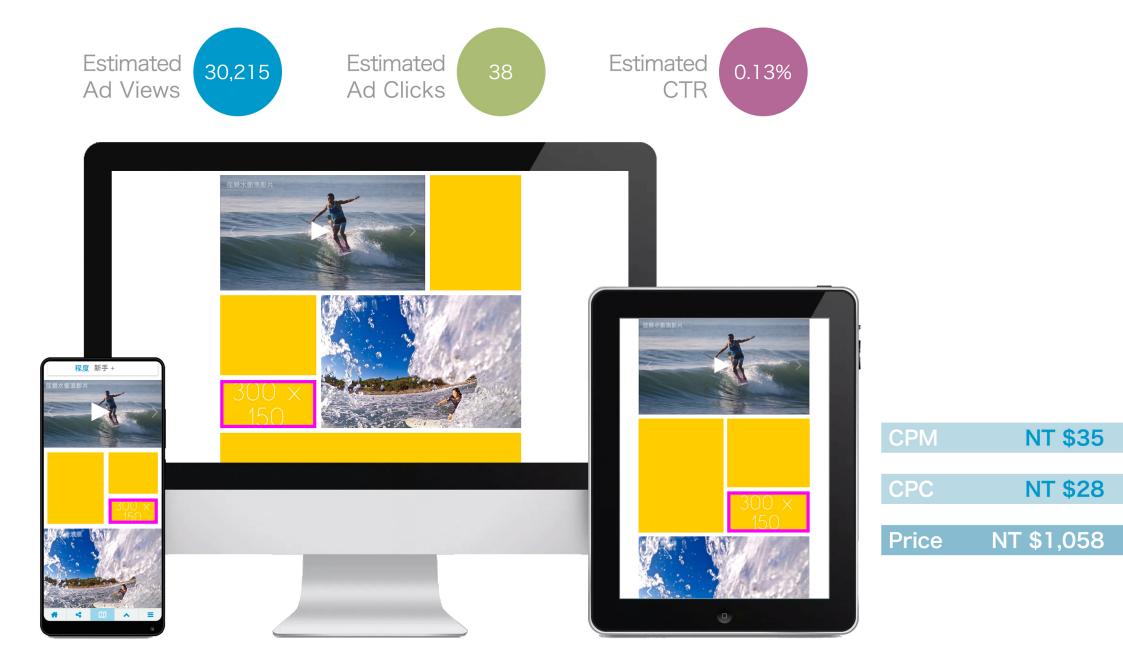
TALL BOX AD 285 X 360



BOX AD 300 x 250



HALF BOX AD 300 X 150



SPONSOR AD 125 X 125



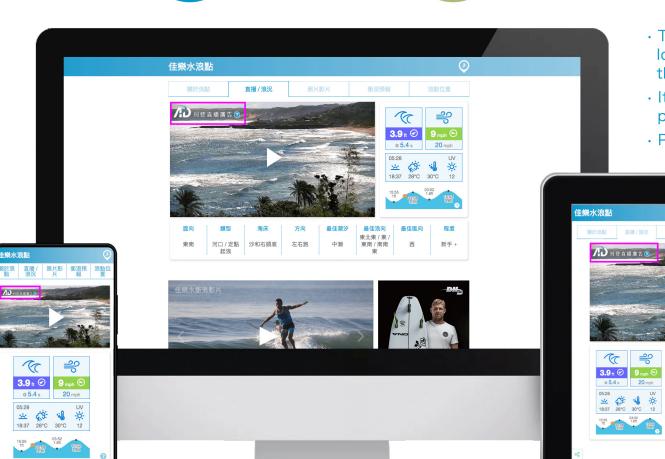
SURF STREAM OVERLAY AD 60 PX TALL



類型 河口/定點起浪

Estimated Ad Clicks 52





- The Surf Stream Overlay Ad is a 60 pixel tall logo that appears overlaid at the top left of the surf stream video player.
- · It is always visible while the live-stream is playing, and is clickable to your website.
- \cdot Pricing is for one (1) surf cam location.

河口/定點起

沙和石頭底

東北東/東/東南南東

最佳潮汐





To book your ads now, please send an e-mail to support@swelleye.com or contact Brent Calkins at 0981-148-894