

MEDIA KIT



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

ABOUT US



SWELLEYE.COM is a responsive website: Just like an APP, it can be used on a computer or mobile device, at home or on the beach.

Surf Cams  Swelleye is Taiwan's original and largest network of live-streaming surf cams. We are currently working on installing additional cams.

Forecasts / Spot Guide  Accurate, detailed 7-day surf forecasts for more than 40 surf spots, updated hourly. Detailed information on more than 40 surf spots, including photos, videos, infographics, and more.

Surf Shop Guide  Comprehensive listing of Taiwan's surf businesses: Surf shops, hostels, retail stores, shapers, and even surf-themed restaurants, cafes, and bars. Detailed information on more than 200 surf businesses.

Surf Blog Valuable surf knowledge, surf tips and tutorials, guest surfer articles, how-to's, photos, videos, and much more.

3% for Taiwan We donate at least 3% of our net profits, as well as our time, towards the education and improvement of Taiwan's environment.

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

531k
Page Views

238k
Sessions

72k
Unique
Users

Google Analytics 2018.01.27 - 08.31

	Feb	March	April	May	June	July	Aug
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

1.2m
Ad Views

5.8k
Ad Clicks

0.51%
CTR

	Days	Ad Views	Ad Clicks	CTR
Feb	28	62,455	489	0.78%
Mar	31	113,564 ↑ 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 ↑ 62%	858 ↑ 13%	0.43% ↓ - 28%
July	31	265,805 ↑ 29%	1,065 ↑ 21%	0.40% ↓ - 9%
Aug	31	303,528 ↑ 11%	1,024 ↓ - 7%	0.34% ↓ -19%

AD PRICING COMPARISON

Display Ad CPM

95 元

Swelleye
Average CPM

463 元

Industry
Average CPM

Source

Display Ad CPC

33 元

Swelleye
Average CPC

74 元

Industry
Average CPC

Source

In-Stream Video Ad CPM

270 元

Swelleye
Average CPM

777 元

Industry
Average CPM

Source

Display Ad CTR

0.29 %

Swelleye
Average CTR

0.06%

Industry
Average CTR

Source

SWELLEYE AD RATES

Ad Type	August Ad Views	August Ad Clicks	August CTR	Days	Price	CPM	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

Estimated
Ad Views

91,298

Estimated
Ad Clicks

262

Estimated
CTR

0.29%



So that advertisers receive the best possible results, Swelleye only accepts 2 Top Banner advertisers at one time. Those 2 ads will rotate site-wide, insuring the best return for your investment.

CPM NT \$125

CPC NT \$44

Price NT \$11,412

MID-PAGE BANNER AD 940 X 170

Estimated
Ad Views

41,624

Estimated
Ad Clicks

147

Estimated
CTR

0.35%

So that advertisers receive the best possible results, Swelleye only accepts 4 Mid-Page Banner advertisers at one time. Those 4 ads will rotate site-wide, insuring the best return for your investment.



CPM NT \$120

CPC NT \$34

Price NT \$4,997

TALL BOX AD 285 X 360

Estimated
Ad Views

35,444

Estimated
Ad Clicks

88

Estimated
CTR

0.25%



CPM NT \$95

CPC NT \$38

Price NT \$3,367

BOX AD 300 X 250

Estimated
Ad Views

31,377

Estimated
Ad Clicks

97

Estimated
CTR

0.31%



CPM NT \$115

CPC NT \$37

Price NT \$3,608

HALF BOX AD 300 X 150

Estimated
Ad Views

30,215

Estimated
Ad Clicks

38

Estimated
CTR

0.13%



CPM NT \$35

CPC NT \$28

Price NT \$1,058

SPONSOR AD 125 X 125

Estimated
Ad Views

12,259

Estimated
Ad Clicks

57

Estimated
CTR

0.46%



CPM NT \$80

CPC NT \$17

Price NT \$981

SURF STREAM OVERLAY AD 60 PX TALL

Estimated
Ad Views

22,071

Estimated
Ad Clicks

52

Estimated
CTR

0.24%

- 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.
- Pricing is for one (1) surf cam location.



CPM NT \$270

CPC NT \$115

Price NT \$5,959



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