

## Surf Cam Sponsor Advertising Rate Card — April 2026

### Sponsor Badge Ad Placement - Live Stream

- A persistent sponsor badge (70 x 70 pixel logo + display text) displayed on the live stream video player.
- One exclusive sponsor per stream.
- Badge links to sponsor's URL.
- Visible on desktop & mobile.

Wushi Harbor (North)
3


SURF CAM


FORECAST


ABOUT

PICS & VIDS

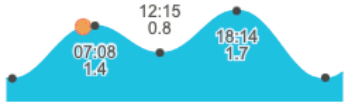
MAP



  
4.3 ft  
@ 6.5 s

  
5 mph  
11 mph

06:25
 17:47
 63°F
 72°F
 UV 7



2/17 Tu	2/18 W	2/19 Th	2/20 F	2/21 Sa	2/22 Su	2/23 M	2/24 Tu	2/25 W				
4ft @ 7s	4ft @ 7s	3ft @ 7s	2ft @ 7s	2ft @ 7s	2ft @ 7s	3ft @ 6s	3ft @ 7s	3ft @ 7s				
Hour	00	02	04	06	08	10	12	14	16	18	20	22
Wave Height (ft)	3.6	3.9	4.3	4.3	4.3	3.9	4.3	4.3	4.3	4.3	3.9	3.9

# Sponsor Badge Ad Placement - Forecast

- FREE companion ad (140 x 140 pixel logo + display text) displayed below the surf forecast.
- One exclusive sponsor per stream.
- Badge links to sponsor's URL.
- Visible on desktop & mobile.

3/21 Sa 1m @ 7s	3/22 Su 1m @ 8s	3/23 M 1m @ 8s	3/24 Tu 1m @ 8s	3/25 W 1m @ 7s	3/26 Th 1m @ 6s	3/27 F 1m @ 7s	3/28 Sa 1m @ 6s	3/29 Su 1m @ 6s				
Hour	00	02	04	06	08	10	12	14	16	18	20	22
Wave Height (m)	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Wave Period (s)	7.1	7	7.1	7.1	7.1	7.1	7	6.8	6.8	6.8	7	7.1
Wave Direction	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙
Wind Speed (m/s)	1	2	2	3	2	2	3	3	4	3	1	1
Wind Direction	↘	↘	↘	↗	↗	↗	↗	↗	↗	↗	↘	↘
Wind Gust (m/s)	2	2	4	5	4	4	5	6	7	6	3	2
Current Weather	☁	☁	☁	☁	☁	☁	☁	☁	☁	☁	☁	☁
Temperature (°C)	20	20	19	20	20	21	21	20	20	20	20	20
Sea Temp. (°C)	23	23	23	23	23	23	23	23	24	24	24	24
Tide (m)	0.6	0.6	0.9	1.6	1.6	1.2	0.3	0.3	0.6	1.2	1.5	1.4

Updated: moments ago

[Forecast data trouble?](#)

Large Clickable Button to your URL ↓

Did you surf here today? If so, how would you rate the waves?

★ ★ ★ ★ ★

**2.8 / 5** 4 surfer ratings

[Click here to comment and/or share photos of the surf](#)

Your Logo Here →  → Your Text Here

[Turn surf checks into sales! Info >](#)

## Stream Pricing (Mid-Season Baseline)

#	Stream	Tier	Monthly Rate	Minimum Term
1	Wushi Harbor	Top Tier - Gold	NT\$22,800	3 mo
2	Double Lions	Top Tier	NT\$18,800	3 mo
3	Daxi	Top Tier	NT\$18,800	3 mo
4	Nanwan	Tier 2	NT\$12,800	2 mo
5	Green Bay	Tier 2	NT\$12,800	2 mo
6	Jinzun	Tier 2	NT\$12,800	2 mo
7	Songbai Harbor	Tier 2	NT\$12,800	2 mo
8	Jialeshui	Tier 3	NT\$9,800	1 mo
9	Jinshan	Tier 3	NT\$9,800	1 mo
10	Beibin	Tier 3	NT\$9,800	1 mo
11	Donghe	Tier 3	NT\$9,800	1 mo
12	Fulong	Tier 3	NT\$9,800	1 mo
13	Qijin	Tier 3	NT\$9,800	1 mo

## Seasonal Pricing Adjustments

Tier	High Season (May–Sep)	Mid Season (Mar–Apr, Oct–Nov)	Low Season (Dec–Feb)
Top Tier - Gold	×1.30	×1.00 (baseline)	×0.90
Top Tier	×1.30	×1.00 (baseline)	×0.90
Tier 2	×1.25	×1.00 (baseline)	×0.85
Tier 3	×1.20	×1.00 (baseline)	×0.85

## Example Monthly Prices by Season

Stream	High Season	Mid Season	Low Season
Wushi Harbor (Top)	NT\$29,600	NT\$22,800	NT\$20,500
Nanwan (Tier 2)	NT\$16,000	NT\$12,800	NT\$10,900
Jinshan (Tier 3)	NT\$11,800	NT\$9,800	NT\$8,300

## Setup Fee

NT\$4,500 per booking (covers asset verification and badge setup, tracking configuration and verification, functionality testing, and final quality assurance review).

### Setup fee is waived when:

- Booking term is 3 months or longer
- Stream is Top Tier
- Sponsor has 3 or more active bookings

## Prepay Discounts

Term Length	Discount	Applies To
4–5 months	5% off	Media charges only (setup fee excluded)
6–11 months	10% off	Media charges only (setup fee excluded)
12+ months	20% off	Media charges only (setup fee excluded)

## Example: 4-Month Booking (Jinshan, Apr 15 – Jul 31)

Line Item	Calculation	Amount
Month 1 — April (prorated 16/30 days)	NT\$9,800 × 16/30	NT\$5,200
Month 2 — May (high season)	NT\$9,800 × 1.20	NT\$11,800
Month 3 — June (high season)	NT\$9,800 × 1.20	NT\$11,800
Month 4 — July (high season)	NT\$9,800 × 1.20	NT\$11,800
Setup fee	Waived (3+ month term)	NT\$0
Prepay discount (5%)	NT\$40,600 × 5%	-NT\$2,000
<b>Total</b>		<b>NT\$38,600</b>

# Terms & Conditions

## Seasonal Pricing

- Monthly rates use Swelleye's Season-Adjusted Pricing Framework:
  - High Season (May–Sep)
  - Mid Season (Oct–Nov, Mar–Apr)
  - Low Season (Dec–Feb)
- Final Monthly Price = List Price by Tier x Season multiplier.
- Mid-month starts are pro-rated by calendar days.

## Minimum Terms

The minimum term for ad placement begins on the campaign's start date and ends on the last day of the term month. All campaigns, regardless of launch date, will end on the last day of the designated term month. If a campaign starts mid-month, the first month's fee will be prorated based on the start date. Minimum terms are as follows:

- Top Tier = 3 months
- Tier 2 = 2 months
- Tier 3 = 1 month

## Payment Terms

- Payment due via ECPay (Visa, Mastercard, JCB, Debit Card, Apple Pay, Green World Pay) at least 2 business days before campaign start date.
- Campaign launches upon payment confirmation.
- Setup fee charged once unless waived (3-month term or 3+ streams).

## Early Termination

- Early termination incurs a fee equal to one month of the placement or NT\$4,500, whichever is higher. (Credits not offered for previously waived setup fees).
- 14-day written notice required. Pro-rated refunds not available for partial months.

## Make-Good Policy

- If the stream is offline for more than 12 consecutive daylight hours due to platform fault, Swelleye will extend the campaign or provide equivalent inventory.
- Make-Good Policy applies only to platform faults; late or non-compliant creative is excluded.
- Daylight Hours are 05:00 - 19:00 Taiwan Time (UTC+8).

## Creative Swap Policy

A creative swap is a change to any one of the badge image, the display text, or the click URL (any one of these counts as one swap). Minor typos fixed within 24 hours do not count.

- Top Tier: 2 swaps / month included

- Tier 2: 1 swap / month included
- Tier 3: 1 swap / month included

### **Creative Assets Deadlines**

- Final creative assets due at least 2 business days before campaign start date.
- Assets must meet Swelleye specs.
- Service Agreement begins upon receipt of compliant assets.

### **Grace Period**

- Up to 24 hours after campaign start for late creative assets without losing the slot. After 24 hours, the ad spot will be released to other advertisers.
- No credits for days prior to launch if creative assets are late.

### **After-Hours Work**

- Requests made outside of Mon–Fri 09:00–17:00 (Taiwan time UTC+8) and national holidays are processed next business day.

### **Prohibited Content Policy**

- Swelleye reserves the right to reject ads violating Taiwan advertising law.
- Prohibited content includes tobacco, alcohol, gambling, adult content, or misleading claims per Taiwan advertising law.

Questions? Contact [support@swelleye.com](mailto:support@swelleye.com)

[swelleye.com/advertise](https://swelleye.com/advertise)