

AD SPECS

2021/22

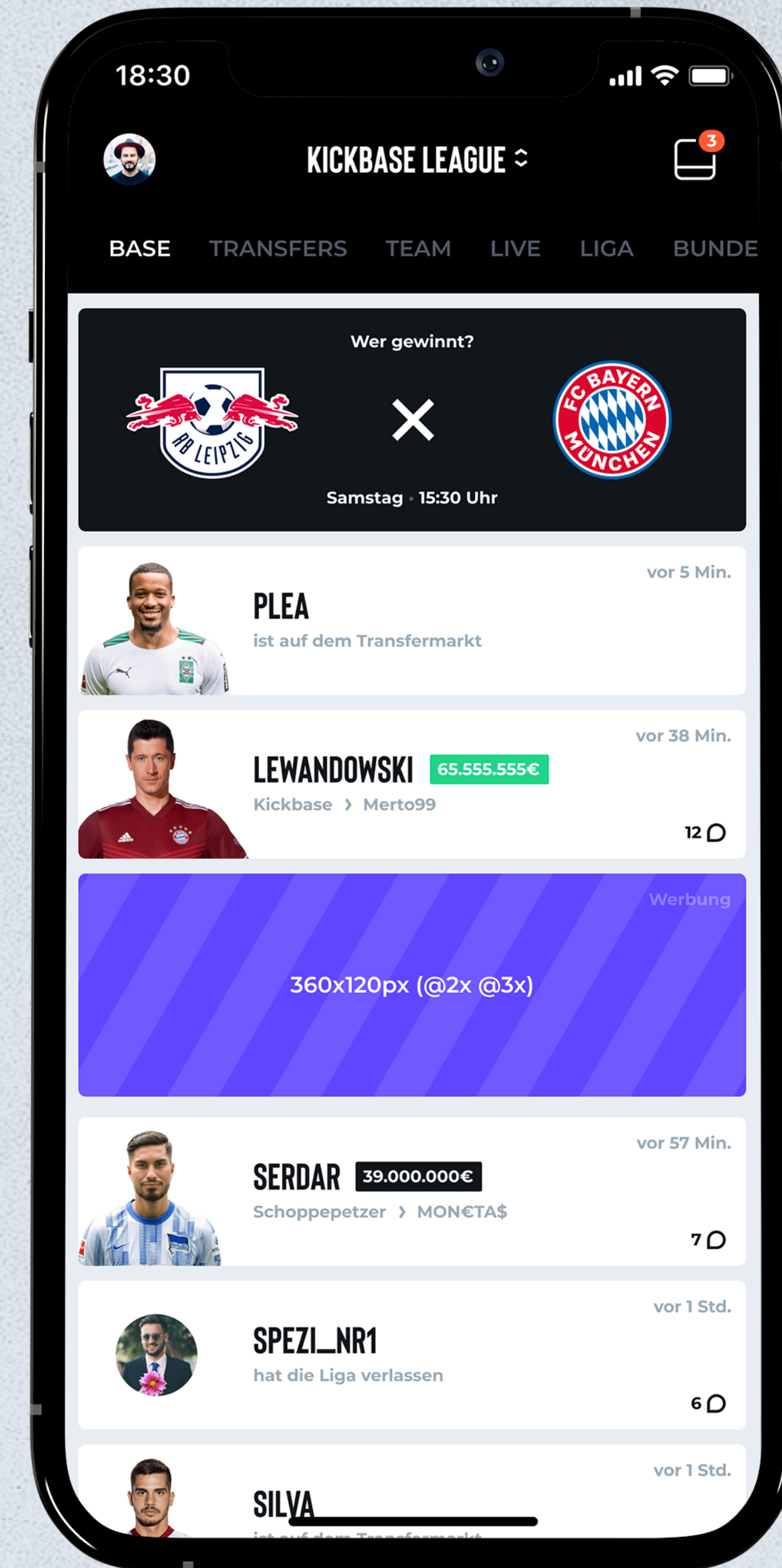


/02

PREMIUM BANNER

The Premium Banner is the perfect way to integrate your brand or product directly into the Kickbase user experience and generate significant traffic and clicks.

- + Clear Call-To-Action
- + Premium Fullbleed Format
- + Always positioned standalone
- + Direct visible without scrolling



TARGETING

- + Location (City, Region)
- + Device (iOS / Android)

Individual Frequency Capping Options

PLACEMENTS

- + Base (Startingpage)
- + Transfermarket
- + TopPlayers

NICE TO HAVE

- + Thematic link to Kickbase / football in the form of wording, call-to-action or visual

SPECIFICATIONS

- + Input Dimension (720 x 240px)
- + File Type: jpg, png, gif
- + File size: max. 500 KB
- + Systems: iOS & Android

Clicks- and impressions-tracker
can be integrated

INPUT

- + Banner Visual (1 or more)
- + Click URL
- + Exact timings in case
of rotation

PREMIUM INTERSTITIAL

With the almost fullscreen interstitial it is possible to illustrate a large-scale ad without interfering with Kickbase's unique user experience. No annoying timer, but even higher click-through rates are offered by this custom ad.

- + Enough space to advertise a high-impact campaign
- + Perfect component of a media booking to provide variation and visual attractions



TARGETING

- + Location (City, Region)
- + Device (iOS / Android)

Limited to one view per user per day to reach as many different users as possible

PLACEMENTS

- + Base (Startingpage)
- + Transfermarket
- + TopPlayers
- + Team
- + Live
- + Bundesliga

NICE TO HAVE

- + Thematic link to Kickbase / football in the form of wording, call to cation or visual
- + Bright or colorful design to pop

SPECIFICATIONS

- + Input Dimension of visual (686x1120px)
- + File Type: jpg, png, gif
- + File size: max. 800 KB

Clicks- and impressions-tracker can be integrated

INPUT

- + Banner Visual (1 or more)
- + Click URL
- + Exact timings in case of rotation

DAILY SIGNUP

For opening the app daily, all users are rewarded with a constantly increasing cash bonus. This presence enables both a positively charged enabler positioning and the integration and linking of products via a clickable and customisable logo button.

- + Perfect combination of branding, advertising activation and high conversion rate
- + For most users, the daily sign-up is picked up directly with the first reach for the smartphone and immediately
- + Creates a feeling of happiness and your brand is directly associated with it.



INSIGHTS

- + Limited to one view per user per day
- + Comes up with the first use of the Kickbase App every day

SPECIFICATIONS

Background:

- + Input Dimension of visual (2.532 x 1.170px)
- + File Type: jpg, png
- + File size: max. 8MB
- + Systems: iOS & Android

Logo:

- + File Type: png transparent
- + File size: max. 1MB
- + Ideally two colour options

INPUT

- + Background Image
- + Company Logo
- + Draft for Button/Slogan
- + Click URL

PLACEMENTS

- + App startscreen
- + Available for long-term partners only (min. Half-season)

NICE TO HAVE

- + Dark Design of the Backgroundimage for a perfect contrast to the text

Background Image which illustrates the product/company or brand in a detail shot

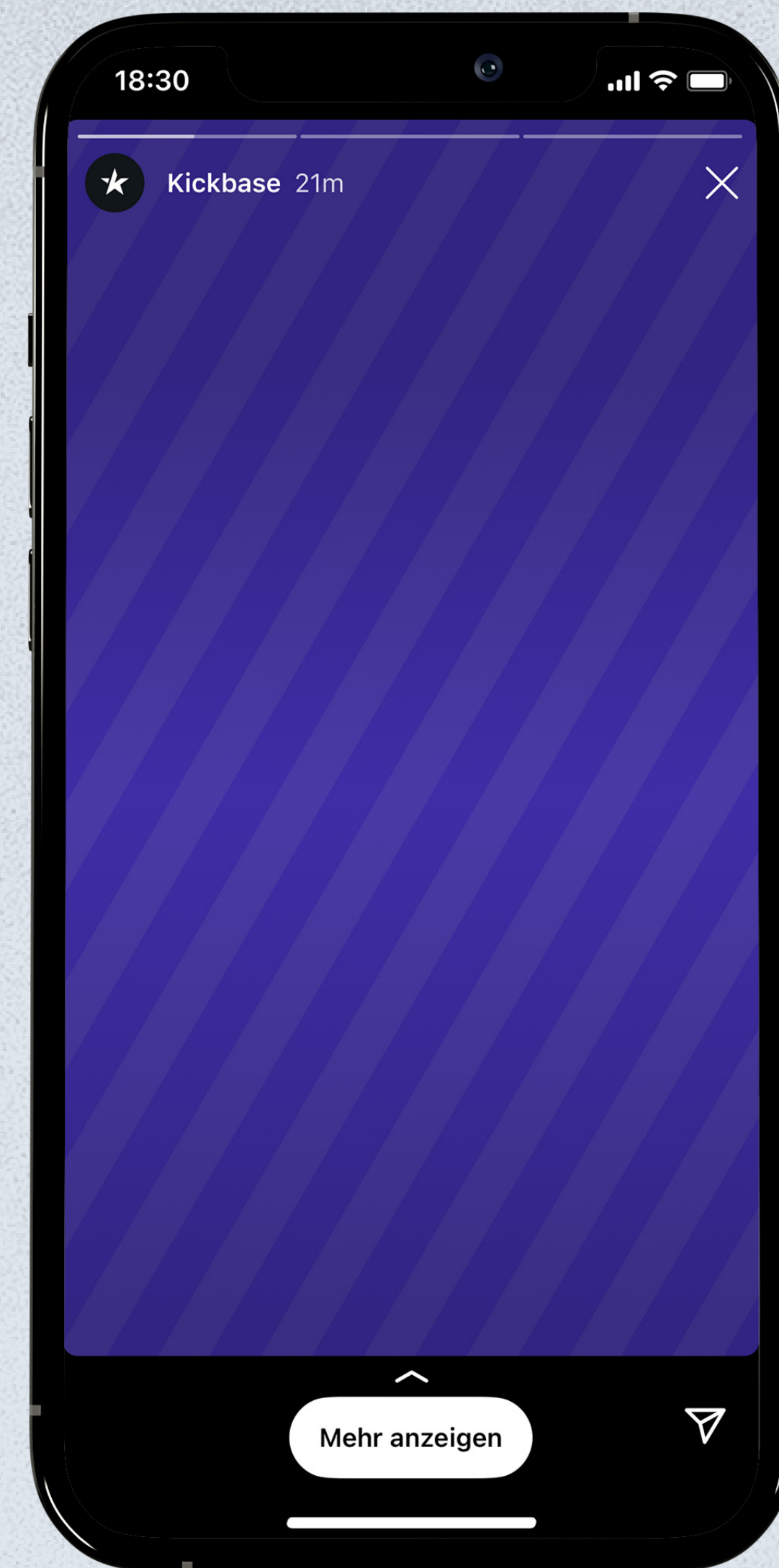
Draft for Call-to-Action Button or Slogan (transparent, png)

Tracking Link can be integrated in your customised and clickable button

SOCIAL MEDIA

The exclusive social media presentings allow you to reach our users in their usual environment and benefit from the positive community vibes within the Kickbase world on this highly relevant touchpoint.

- + Lots of interaction and linking among Kickbase managers under the published posts
- + Present branding measure in context with Bundesliga to establish a position in this target group.



PLACEMENTS

- + MVP Post
- + Top11
- + Player 2 Watch
- + Youngster Performance
- + Price-Performance-Player

Bookable individually for a whole or half season. Or book 3 Presentings of your choice for a specific matchday as a matchday presenter of Kickbase.

Linking of the company account on presented posts.

Textual reference possible in the image description.

COMPANY LOGO

- + File Type: png transparent
- + File size: max. 1MB
- + Ideally two colour options

ADDITIONAL INPUT

- + Company IG & FB Account

Instagram: (@kickbase)

Facebook: (Kickbase - der Bundesliga Manager)

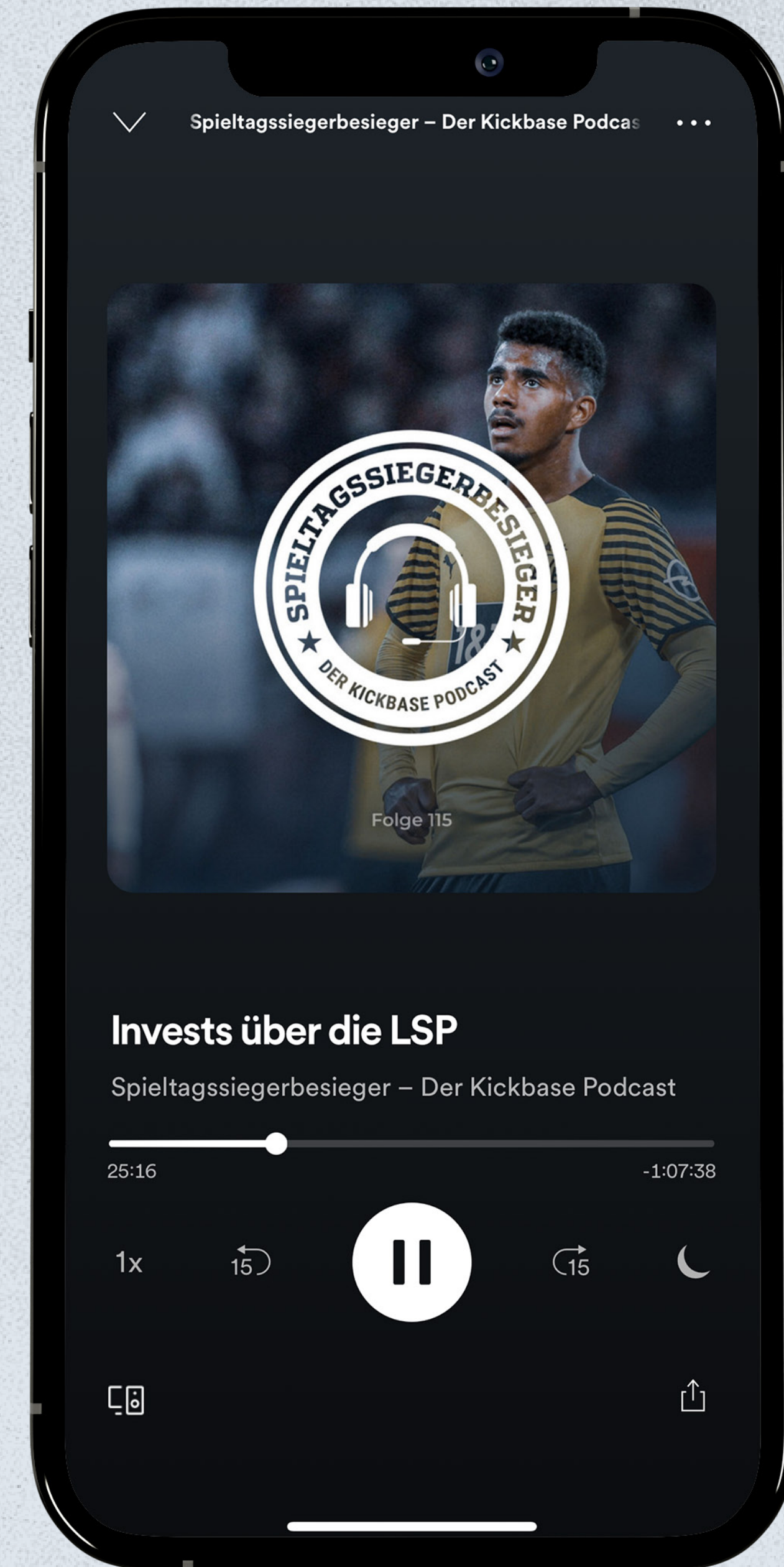
NICE TO HAVE

Black or Dark Company Icon on the bright image background

PODCAST PLACEMENTS

Two podcast formats: „Spieltagssiegerbesieger“ and the „Kickbase Stammtisch“. Take advantage of the opportunity to appear as an official presenter of the podcast or individual sections. In addition to presenting, it is of course possible to integrate native audio spots recorded by our hosts.

- + Our podcast is defined by a special relationship of trust between the podcasters Titi & Janni and the audience.
- + Booking podcast advertising with Kickbase means achieving deep trust and a strong community



PLACEMENTS

- + Spotify
- + Apple Podcast
- + YouTube

The Podcast formats are also promoted on Social Media as well as in our app
The audio messages can be extended by integrating your link or Discount code in the show notes

FORMATS

- + Premium Native Spot (up to 1min.)
- + Exclusive Category Presenting
 - + Titis Maschinenraum (Best Player Performance)
 - + Elisas Rasenmäher (Facts and Stats from the matchday)
 - + Jannis Einkaufswagen (Buy recommendations for the coming match day)
- + Exklusive Presenting of the Podcast

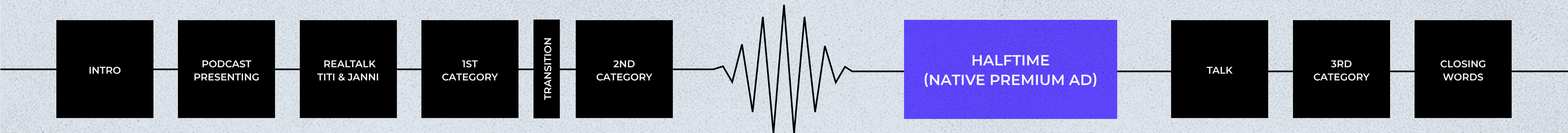
INPUT

- + Proper Podcast Briefing with all Details / Do`s & Dont`s / Key Message etc.
- + Tracking Link or Discount for the Show Notes

TIMELINE VISUAL FOR OUR PODCAST
(as attached example from DAZN)

Intro → Podcast Presenting → Realtalk Titi & Janni → 1st Category (Maschinenraum) → Transition → 2nd Category (Rasenmäher) → HALFTIME (NATIVE PREMIUM AD) → Talk → 3rd Category (Einkaufswagen) → Closing Words

TIMELINE VISUAL FOR OUR PODCAST

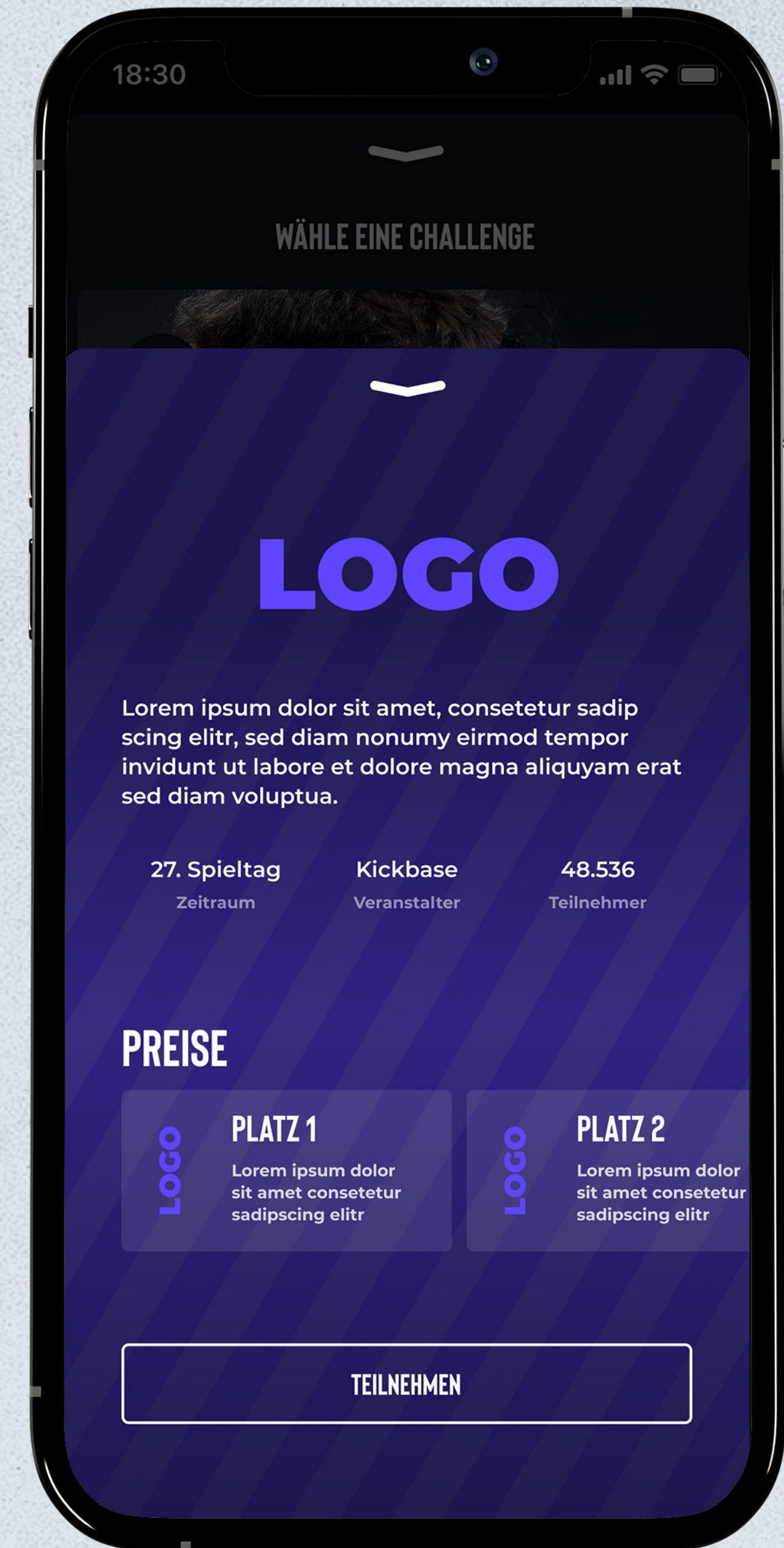


An exclusive and stand-alone premium advertisement in our podcast combined with a direct link in the show notes on Spotify and Apple Podcast.
Four possibilities of a native presentation to increase your own brand awareness and to transport it to the appropriate target group in the football context

PARTNER CHALLENGE

With a Partner Challenge it is possible to become an essential part of the Fantasy Manager for a certain time period and to be the „host“ of your own competition. You set the rules and challenge all participating managers.

- + The entire challenge appears in the look and feel of the partner brand.
- + A 360° communication campaign will be launched around the partner challenge



PLACEMENTS

- + In-App integration

COMMUNICATION ON

- + Twitch Live-Stream
- + Podcast
(Spotify/Apple Podcast)
- + Social Media (IG&FB)
- + Base Post in der App
- + Push Notification

A huge boost to the enthusiasm for such a challenge are the prizes to be won, which are provided by the partner.

INPUT

- + Company Logo (300x300, svg/transparent png)
- + Profile Background (1125x1920, png/jpg)
- + Profile Title Image (933x432, transparent png)
- + Keyvisual for the Designers (min. 359x436, png/jpg)
- + Visuals for prices (transparent png)
- + Welcome Post (741x468, png/jpg)
- + Base Banner (1080x360, png/jpg)
- + Instagram Story (1080x1920, png/jpg)

Minimum prize distribution : places 1-5

The rules and the exact mode of the Challenge will be defined in close coordination between Kickbase and the partner company.

As a media countervalue, the partner of the Challenge reposted the stories on its own channels or additionally activated them via its own measures.