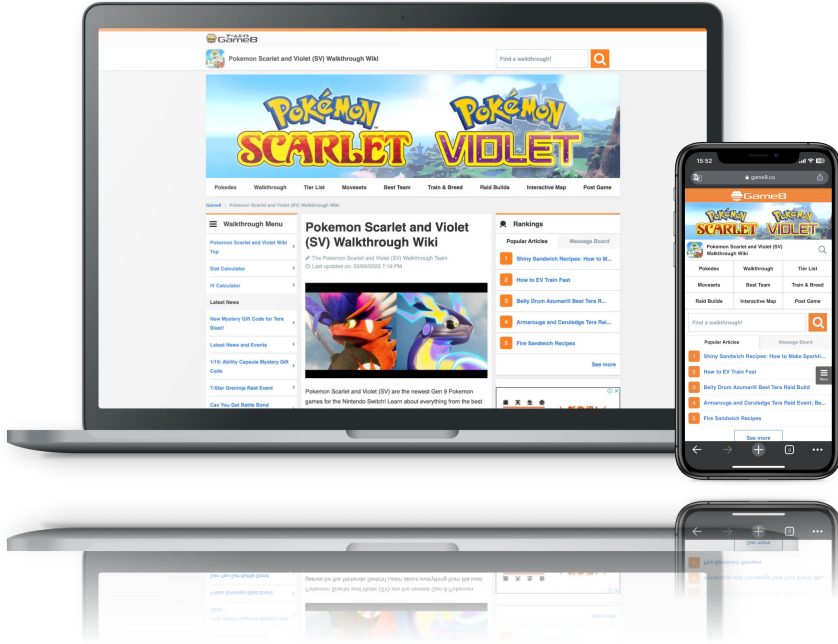


Game8.co Media Guide For Advertiser

2023.02

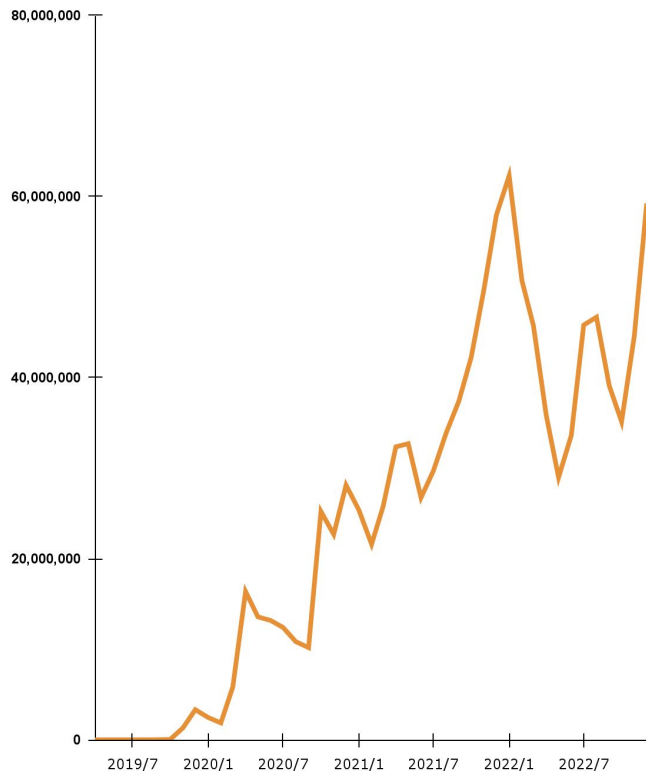




Our website for game walkthroughs officially launched in 2019, and is currently viewed by people all over the world. We are always striving to improve the quality of our guides and offer comprehensive game information, keeping a tight user-first policy in mind!

Game8 Global Team's Strengths

- Game8 employs over 50 English speaking writers that are experts in gaming and familiar with overseas markets
- Extensive knowledge of advertising in overseas markets: Converts media traffic to maximize client revenue
- Number 1 in the world for strategy guide-related media



Site Access per month

PV Page View

60,000,000 /Monthly

UU Unique User

10,000,000 /Monthly

*Figures for December 2022

Example of market share that walkthrough site

We have captured more than half of the market share in many of the titles we cover



Genshin Impact

950,000 UU / 1,750,000 UU

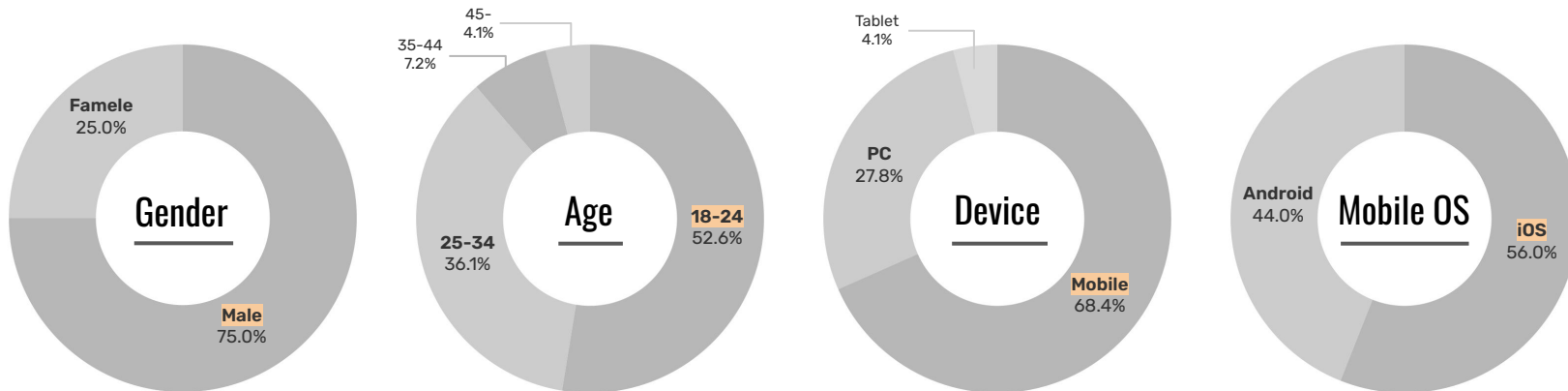


Fire Emblem Heroes

55,000 UU / 100,000 UU

*Figures for June 2022 in NA

04 | Game8.co User Profile



Country





Tie-up Menu

Tie-UP Article (p7-8)



Acquisition Expansion

- Creation of news and review articles designed to raise awareness of your game title
- With an inflow of Game8 wiki users, our articles can specifically reach users highly interested in gaming and gaming news

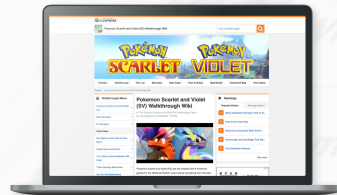
Advertising (p8-9)



Acquisition Expansion

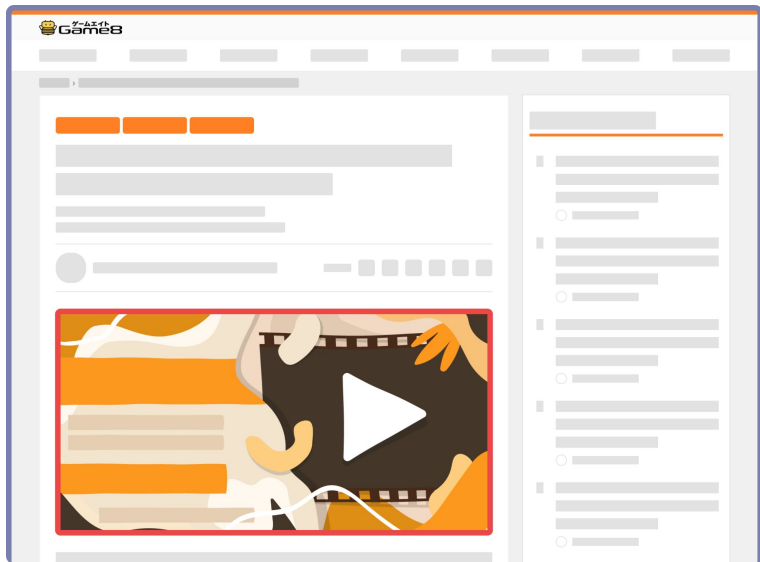
- Desktop and mobile advertisement marketing
- We can secure over 1 million impressions per day, making Game8 ads a great tool to promote new games, announcing events, and attract new users

Walkthrough Site (p10)



Extend

- Game wiki creation to encourage continued play from users
- Our dedicated team of game article writers will create walkthrough articles that can reach a wide range of users, from game beginners to experts



News and review content to raise awareness for your game. Writers and video editors with extensive experience will create high-quality content.

Publication Period

10 Days

Guarantee

PV Guarantee *1

Estimated Page Views

Article: 400,000 PV / 10 Days

Video: 300,000 PV / 10 Days *2

Price

\$17,000

*1: Figures may vary based on the length of publication and period

*2: Due to videos being placed within articles, video PVs will be similar to article PVs

Schedule

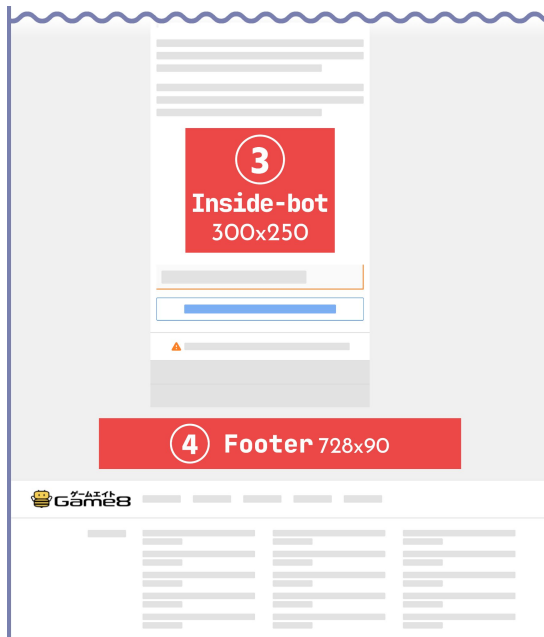


07 | Tie-Up Article Advertisement Slot

SP Slot



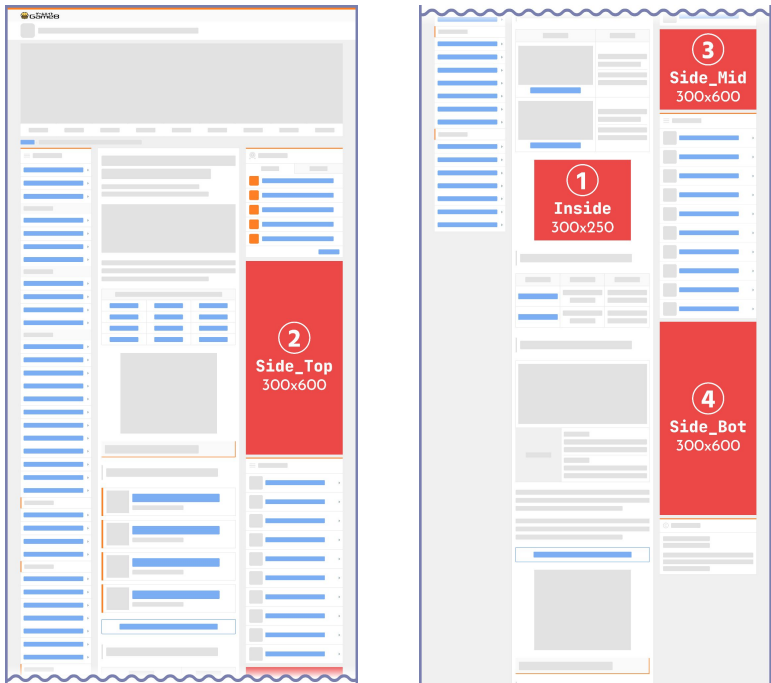
PC Slot



Frame Outline	Size
1 SP_Header	320x50
2 SP_Bottom	300x250
3 PC_Inside-bot	300x250
4 PC_Footer	728x90



Attract user to tie-up articles from Game8.co



Easy-to-spot PC Display ads are placed within articles. Our users are highly interested in games, making Game8 ads a great tool to promote new games or announce events.

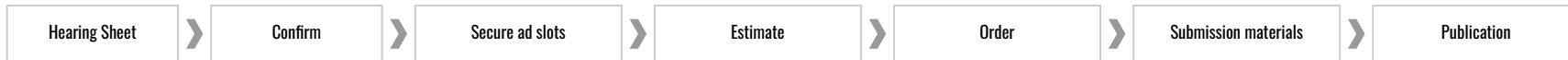
Period 5 Days

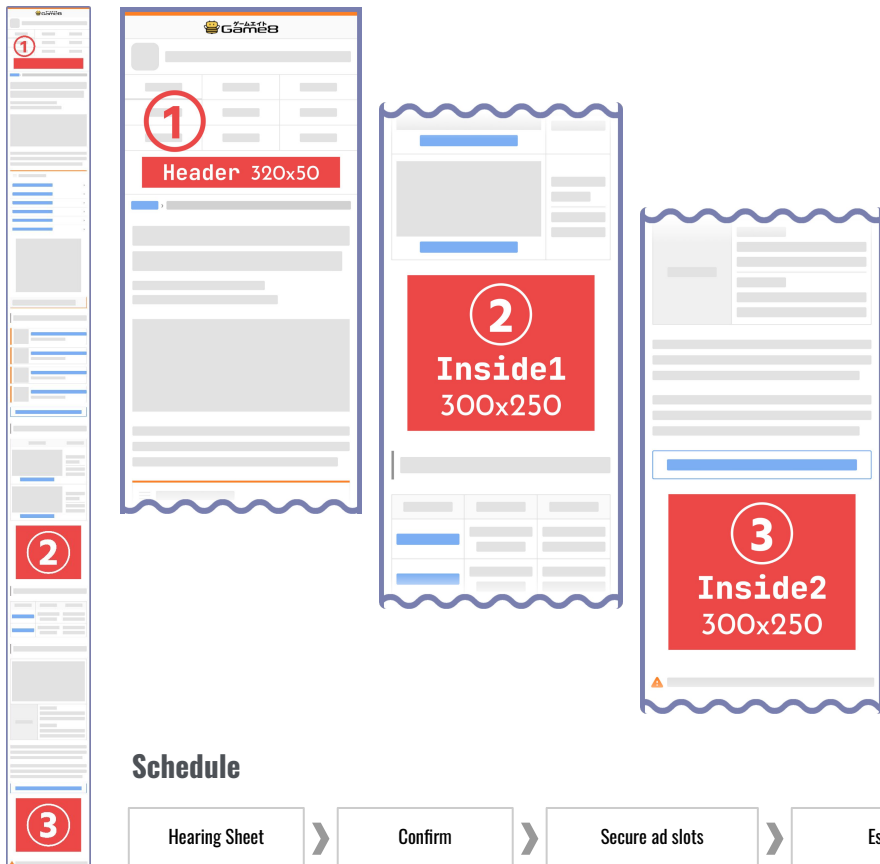
Guarantee Period Guarantee *1

Frame Outline		Size	Imp/5days	Price
1	Inside	300x250	500,000	\$665
2	Side_Top	300x600	430,000	\$725
3	Side_Mid	300x250	450,000	\$665
4	Side_Bot	300x600	535,000	\$840

*1: Figures may vary based on the length of publication and period

Schedule

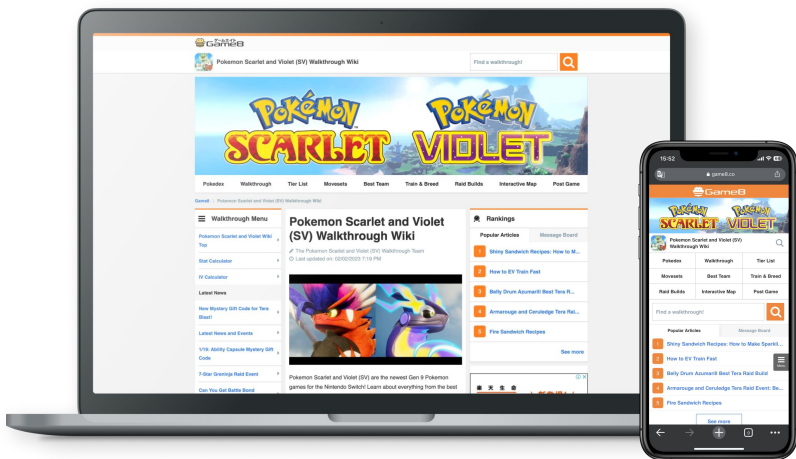




Easy-to-spot mobile display ads are placed within articles. Our users are highly interested in games, making Game8 ads a great tool to promote new games or announce events.

Period	5 Days				
Guarantee	Period Guarantee *1				
Frame Outline		Size	Imp/5days	Price	
	1	Header	320x50	1,650,000	\$1,700
	2	Inside1	300x250	1,358,000	\$4,000
	3	Inside2	300x250	986,000	\$2,500

*1: Figures may vary based on the length of publication and period



Getting new players into the game is key to the longevity of any new title. Game8 creates and thoroughly manages wikis that focus on supporting both beginners and experienced players.

Publication Period	Optional
Price	\$8,500 / Month
3 or more orders	\$5,500 / 1site-Month
In-game link to Wiki	\$2,000 / Month

*Fees may fluctuate over time.

Schedule



*Estimated time for site completion is one month.

About Fees

The fees listed are the net amount and do not include the margins of agents and representatives.

About Availability

Availability status varies depending on advertisement targeting, schedule, etc., so please inquire about the availability for each advertisement.

About Ad Submission Deadlines

Please submit each advertisement by the submission deadline. If the submission deadline has passed, or if the advertisement has not been completed by the submission date, the publication start date will be postponed.

About Contract Termination

We reserve the right to refuse or delete advertisements that are deemed to be in violation of our advertising guidelines and terms of service. If an advertisement is in clear violation of Game8's terms of service, we will immediately stop posting advertisements and charge the amount according to the initial application. In addition, Game8 may claim compensation for damage caused by the advertisement.

About Ad Publishing and Ad Positions

Regarding advertisements, the article to which an ad is published and the position on the page may change depending on certain circumstances. Please note that these cases may occur.

About Suspension of Services

This is a disclaimer concerning advertisement publishing conditions, suspension, and cancellation. If unforeseen problematic circumstances that are not attributable to Game8 occur, such as system maintenance, maintenance inspections, natural disasters, communication failure, hacking or cracking by third parties, server failures on the side of advertisers and advertising agencies, Game8 will not be held responsible and will be exempted from liability. Game8 is not responsible for any other damage caused by the temporary suspension of links due to unforeseen circumstances. If a problem (dead link, etc.) occurs on the advertiser's site at the time of publication or later, such advertisement links on Game8's pages may be suspended for the convenience of the user. Please note that depending on the user's settings, user's e-mail software, firewall, security software and other settings and conditions, the contents may not be displayed correctly, or it may not be possible to lead to the link's destination even if it is clicked.

About Cancellation of Services

Cancellation after submitting an application is not possible. Cancellation of the advertisement itself or any content included in the application will require a payment equal to the amount listed in the application.

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Contact us

sales@game8.co
