



MEDIA KIT

INSTAVID

GUIDE

Showcase Your Trailer as “Editor’s Pick”

We have multiple opportunities to add your movie or TV trailer to the lineup on InstaVid’s Guide.

- Background with click thru to your page
- Editor’s choice on the home page, top Videobar



RATE CARD

October-2016

Background
site-wide
\$1999 per month

Editor’s Choice
Video Slot \$499
per month

Blog Post
\$199 each w/
social sharing

Pre-roll
\$12.00 CPM

INSTAVID

227 Bellevue Way #313
Bellevue, WA 98004

<http://guide.instavid.com>

425-318-0599
info@instavid.biz

- Blog post with cross-social sharing by us
- Pre-roll ads on all title pages in a large player

Audience: Millennials – 18 - 34

Gender: Equally consumed across all genders

Returning users: 1 x week

Unique Users: 500,000 per month

Most Popular Genres: Comedy, Action-Adventure, Drama

Launch date: October 1, 2016

Availability: Book ahead and pay deposit to reserve your spot(s)

Discounts: 15% discount for participating across all opportunities; agency: 20%

Devices / Browsers: The InstaVid Movie & TV Preview Guide provides search and selection across all devices & all browsers

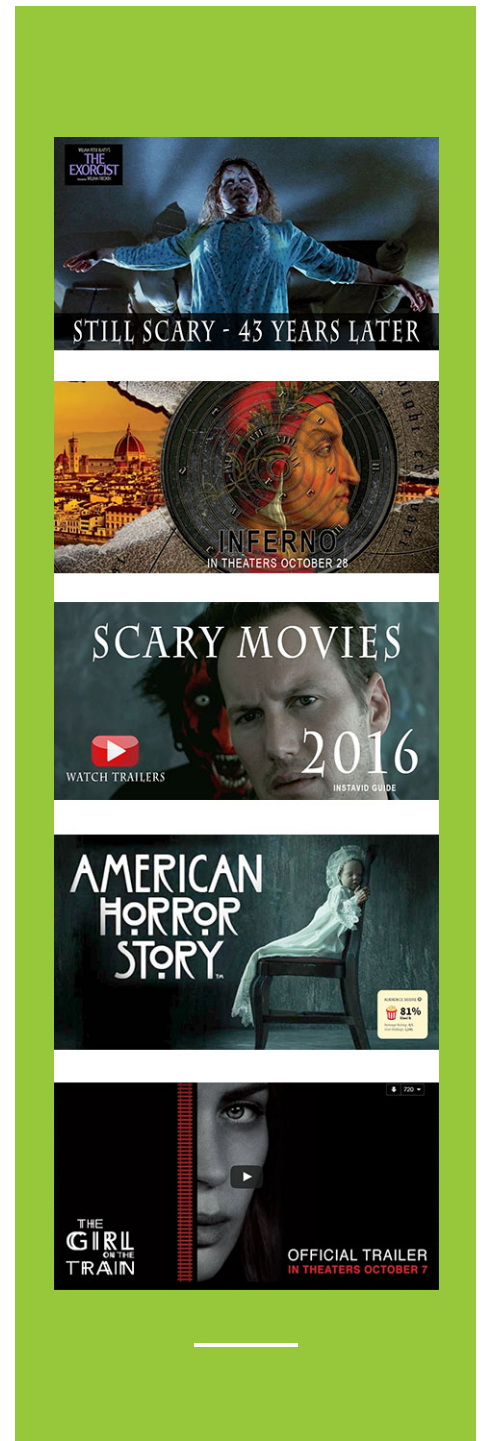
DEMOGRAPHICS

Our Typical User

Our viewers are those that frequently search the web and their phone for movie and/or TV titles to watch. Most who search are looking for content to consume on the spot but many also are searching for future consumption. A Save For Later button allows users to sign up and save selections.

Our users want to find where to watch in addition to instant watch preview – reducing the time and clicks to make a selection.

The Guide offers the five top vendors of streaming content and include Netflix, Amazon Prime, Xfinity, Google Play, and Hulu.



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