

Media Kit 2014



Founded in 1997,

WorldAtlas.com is a highly trusted web resource for **travelers, students, educators, governments,** and anyone interested in exploring their world.

Advertising Partnerships

Display - Desktop & mobile targeting device/geo/ time of day/ day of week

Homepage takeover - Full display control plus sponsored content

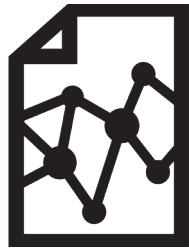
Sponsored content - Co-branded articles with display ads in content

Sponsored links - No-follow link, short description plus featured thumbnail

Content Strategy

- **Maintain** and **modernize** geographic materials, including descriptions, information pages, and maps
- Expand reference resources to a **travel** centric level, i.e. cities and regions which more often serve as destinations for travelers
- Offer relevant, **curated content** to travel, current event, and entertainment channels
- Expand **mobile** offerings through development and optimization of all content to smaller screens
- **Engage** 100s of thousands of users daily through **social media**

WORLDATLAS.COM



Page Views
Per Month

6.38 Million



Unique Visitors
Per Month

2.68 Million



USA
56.4%



UK
8.1%



CAN
5.5%



AUS
3.1%

Display Ads

Leaderboard 728x90(d)/320x50(m)

Format	CPM
Rich Media: Image (JPG/GIF)	\$15.50
Rich Media + Video	\$18.00
Expandable (No Video)	\$20.00
Expandable (Video)	\$22.50

Sky Scr. 160x600(d)

Format	CPM
Rich Media: Image (JPG/GIF)	\$12.00
Rich Media + Video	\$14.50
Expandable (No Video)	\$16.50
Expandable (Video)	\$19.00

Footerboard 970x90(d)/320x50(m)

Format	CPM
Rich Media: Image (JPG/GIF)	\$14.00
Rich Media + Video	\$16.50
Expandable (No Video)	\$18.50
Expandable (Video)	\$21.00

Med. Box 300x250(d&m)

Format	CPM
Rich Media: Image (JPG/GIF)	\$20.00
Rich Media + Video	\$22.50
Expandable (No Video)	\$24.50
Expandable (Video)	\$27.00

Wide Sky Scr. 300x600(d)

Format	CPM
Rich Media: Image (JPG/GIF)	\$14.00
Rich Media + Video	\$16.50
Expandable (No Video)	\$18.50
Expandable (Video)	\$21.00

Targeting Premiums

Audience	Premium
Geographic	+5%
Page	+10%
Time of Day	+10%
Day of Week	+10%

Sponsored Content

Article 950-1150 Word

Format	Price
1 Article (1 Week Featured)	\$1250
2 Articles (3 Weeks Featured)	\$2250
5 Articles (2 Month Featured)	\$5150
10 Articles (1 Quarter Featured)	\$9250

Link + 200 Char Desc. (No Follow)

Format	Price/yr
1	\$400
2	\$720
5	\$1650
10	\$2960

Home Page Takeover

1 Each Ad + Sitewide LB + 1 Article

Length	Price
1 Day	\$1500
2 Days	\$2850
3 Days	\$4050
1 Week	\$7500