

# 360WIN



# ADVERTISERS MEDIA KIT

BE A PART OF SOMETHING  
EXTRAORDINARY



# A GUARANTEED ADVERTISING PLATFORM

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## OUR MISSION

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*"Our mission is to generate sales for your products or services, and guaranteed ROI for your advertising."*

## OUR GUARANTEE

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*Advertisers only pay when a user fully interacts with your ad.*



# EXTRAORDINARY ADVERTISING OPPORTUNITY

We are offering advertisers the opportunity to reach a ready market by placing 20-30 second video ads in front of a highly targeted and filtered demographic.

This will provide a unique opportunity to reach the exact market with a far higher ROI.



## BETTER THAN TV

We have created a proprietary solution to the advertisers' needs to get video ad views on consumers' cell phones, tablets and other devices.

# WHAT IS 360WIN

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360WIN is a platform that offers free Poker, Blackjack and Baccarat tournaments to enable people to compete to raise money for their favorite charity and win cash and prizes for themselves, all for free

Players must win a qualifying game, where they interact with our advertisers video ads, in order to enter our high paying charity tournaments.

## 100% FREE TO PLAY

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All the games are **completely free to play**, with better chances of winning and larger prizes than other tournaments on the internet.

## 100% LEGAL

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All our games and tournaments are 100% legal.  
There is no risk on the part of the players therefore no gambling involved.



# YOUR VIDEO AD

Your video ads will be shown full screen on any device that players are playing on. Your 20-30 second ad will be delivered to viewers at various intervals while they are playing.

To ensure viewers pay attention to the ad, we offer advantages to players who correctly answer a trivia question based on the content of your ad. Those players who were paying attention get the bonus.

We also offer a direct response feature that allows you to communicate directly with the viewers who have interest in your ad.

## FILTERED DEMOGRAPHICS

We offer special features for your ad, such as filtered and highly-targeted demographics of your choice.

Participating players will be required to provide certain demographic information when they sign up, which in turn will accurately drive your ad placement and resulting statistics.



# PLATFORMS

All video ads are displayed on fully-responsive and optimized platforms on which our games are played. All the games can be played on Android devices, iPhones, PCs, Macs, iPads, and Tablets.



## VIDEO SPECS

FLV, MP4, WMV or VLD Formats  
2MB or Less  
16:9 Aspect Ratio

# DRIVING TRAFFIC

We know our players - where they are, their personal interests, what they shop for, and the type of content that they want to see.

Traffic is tailored and driven to 360WIN.com based on data insights.

## TARGETED AD BUYS

- Age
- Income
- Interests
- Country
- ZIP
- Buying habits
- Gender

## SOCIAL MEDIA & PR CONTENT

- How-to videos
- Public service announcements
- Charity beneficiary messaging
- Gaming interviews & profiles
- Player interviews & profiles
- Ads to drive engagement & exposure
- Testimonials

## CAMPAIGN MONITORING

- Daily traffic & demographic metrics
- Weekly campaign optimization
- Monthly analysis & reporting

# ADVANTAGES




**01** PLAYER BENEFITS

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**VIDEOS**

Players can earn advantages to continue playing by watching your branded videos.



**02** PLAYER INTERACTION

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**PLAYERS**

Ad agreements are based on the number of player interactions, not calendar months.

Ad blockers are not relevant as the game is based on opt-in.



**03** NO-RISK GAMING

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**NO RISK**

Players do not invest any money to play games.

Advertising & sponsors fund the players' winnings.



**04** DOING GOOD

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**CHARITIES**

Players' winnings are matched dollar-for-dollar and donated to their chosen charity.

# OUR OFFERS

We want to achieve two things:

- Provide proof that our platform works.
- Turn you into a regular customer.

We will do this by using our platform to get you sales.

We have designed 3 offers to help you.

## OFFER 1

### PROFIT NOW - PAY LATER

We will air your video to our players in exchange for a commission on sales.

- We must pre-approve your video.
- You must allow us to track sales.
- You must offer our players an exclusive deal just for them.
- You must include our commission in the price.

## OFFER 2

### 1000 for \$12

You pay only \$12 for every 1000 interactions we get for your video.

- There are a limited number of these offers available.
- There is a limited time to benefit from this offer.

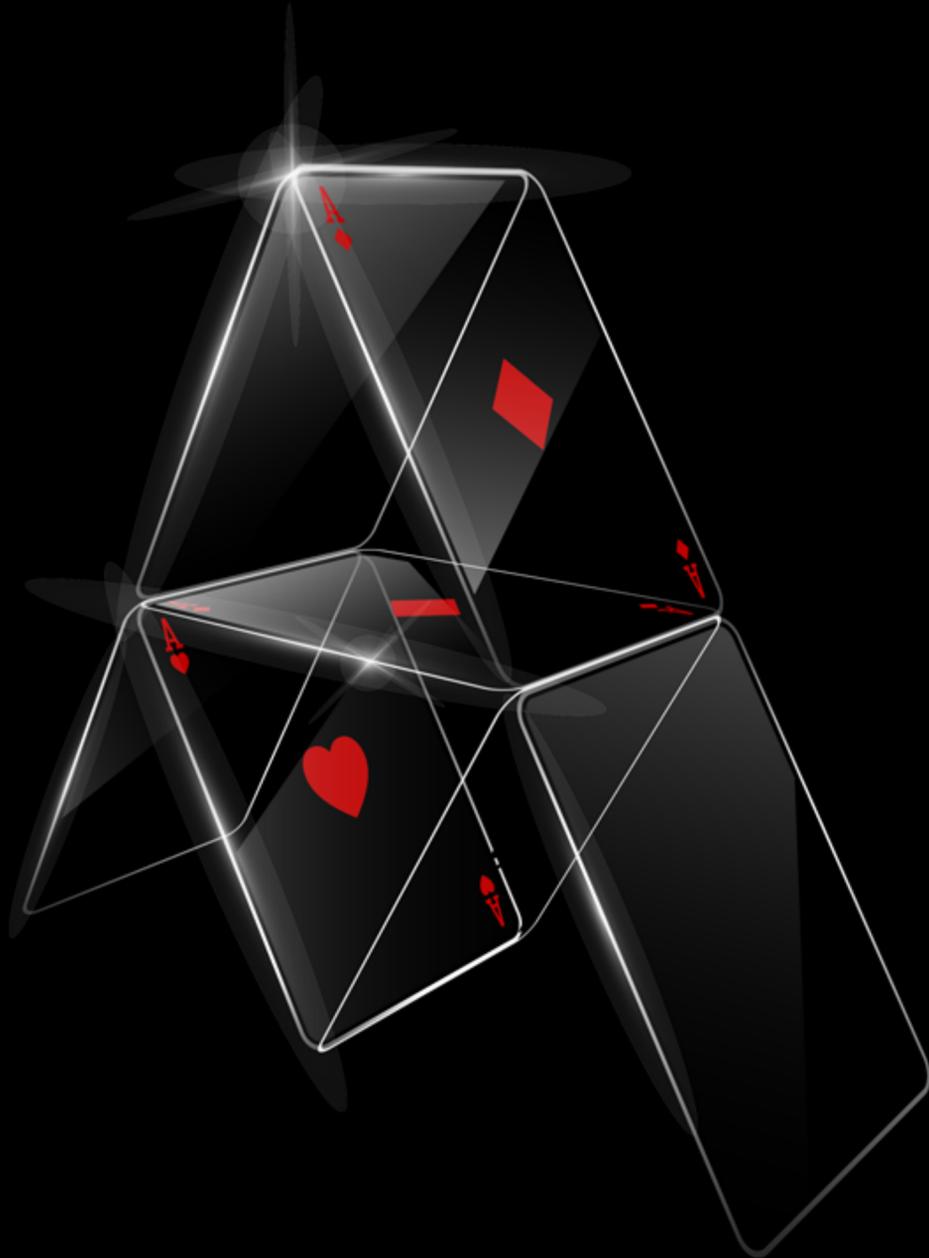
## OFFER 3

### \$ FOR \$ MATCH

Mention us in your other advertising campaigns, and we will match \$ for \$ in air-time on our platform.

This should increase the return on your other ad campaigns.

# TITLE SPONSORSHIP



## \$30,000 TITLE OFFER

Purchase a \$30,000 title sponsorship and receive the following bonuses:

- Title naming rights to the game of your choice.
- \$50,000 worth of advertising in our games.
- Future advertising for commission only.
- Mentioned in over \$30,000 of our own advertising.
- Our personal dedication to get you sales.

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## CONTACT US

Email: [advertise@360win.com](mailto:advertise@360win.com)

Call us: +1 855-937-2396