



Site Information

Key Demographics

Rates

Technical Specifications

Contact Information

Media Kit

ChatsUSA.com was launched in July of 2004 and officially registered as a corporation in August of 2004. The ChatsUSA.com forums contain over 25,000 posts and 18,000 members. The ChatsUSA.com arcade system contains over 600 quality flash games with over 40,000 scores submitted. ChatsUSA.com's online chat system contains multiple chat rooms that allow for real time member communication. We have recently introduced our voice and video services to provide our members with a real life chatting experience. ChatsUSA.com has increasing traffic with well over 210,000 pageviews per month and 20,000 unique visitors. Our online community averages over 90 new members and 240 active members per day.



Key Demographics

Site Information

Key Demographics

Rates

Technical Specifications

Contact Information

GENDER

Female	42%
Male	58%

AGE

16-21	32%
21-35	47%
Above 35	21%

LOCATION

United States	60%
Other countries (over 140)	40%



Rates

Site Information

Key Demographics

Rates

Technical Specifications

Contact Information

Creative Type	Dimensions	Location	CPM
Leaderboard	728x90	Top of page	Run of Site: 7\$
Side Bar Banner	125x125	Left of page	Home Page: 6\$
Main Page Text Link	25 characters	Left of page	Monthly: 25\$
Top Banner	468x60	Top of page	Run of Site: 6\$
Arcade Sponsor	125x125	Game sponsor block	Monthly: 25\$
Chat Header	728x90	Top of chat page	Chat Page: 6\$

* CPM refers to Cost Per Thousand Impressions. A \$5 CPM means that an advertiser will pay ChatsUSA for displaying their banner 1,000 times.

* Minimum order amount is \$20



Creative Technical Specifications

Site Information

Key Demographics

Rates

Technical Specifications

Contact Information

Creative Type	Max Image Size	Allowed Types	Image Dimensions	Details
Leaderboard	40K (50K for flash)	.jpg / .gif / .swf	720x90	Static or Animated
Side Bar Banner	30K (40K for flash)	.jpg / .gif / .swf	125x125	Static or Animated
Main Page Text Link	25 characters	Text	-	Static Text
Top Banner	30K (40K for flash)	.jpg / .gif / .swf	468x60	Static or Animated
Arcade Sponsor	30K (40K for flash)	.jpg / .gif / .swf	125x125	Static or Animated
Chat Header	40K (50K for flash)	.jpg / .gif / .swf	728x90	Static or Animated

* We do not allow any pop-up, pop-under, audio ads or expandable media on any ChatsUSA site.

Third Party Ad Serving

Advertisers who wish to use third party ad-serving must receive authorization from ChatsUSA prior to ordering a campaign. ChatsUSA normally accepts third party ad-serving, provided the ability exists for our ad management software to accurately count the impressions and click of all campaigns. Please ask your account manager prior to requesting third party ad-serving.

Reporting

Reports detailing campaign performance are available on-line. We will provide you with a login and password to view your campaign statistics.

Creative Limits

ChatsUSA allows a maximum of 2 banners per ad campaign. Each banner must have one URL associated with it. Advertisers are allowed to make a maximum of 3 creative changes per campaign.

Submission Instructions

Submit banner creative by e-mailing to advertising@chatsusa.net. Please include linking URL and ALT text (not to exceed 55 characters including spaced). Reference your invoice ID with EVERY email sent to the above address.

Contact Information



Jonathan Skelton

Lead Account Manager

Phone: (Toll Free) 1(800)664-1825 Ext: 401

International: +1 (678)810-0762

Email: jskelton@chatsusa.com

Jessica Clay

Account Manager

Phone: (Toll Free) 1(800)664-1825 Ext: 402

Email: jclay@chatsusa.com

For General Sales Inquiries, please contact:

advertising@chatsusa.net

We look forward to speaking with you about your advertising needs. Please contact us during normal business hours of Monday through Friday, 9:00 am to 5:00 pm Eastern Standard Time. If you are not able to reach us, we strive to return our phone calls and emails within 1 business day.