



Revver Media Kit

About Us

Who We Are

Revver is a publishing platform for video. We provide the technology for video creators to broadcast and distribute video content, and the ability to match content and audiences with digital brand advertisers.

What We Do

Revver creates world-class digital advertising solutions designed to integrate advertisers' branding and performance objectives with the capabilities of our video network and destination site. Our mission is to develop successful online advertising campaigns, provide the highest level of service, and exceed our clients' expectations.

How We Do It

Revver inspires and empowers our creators to create "independently-produced, alternative professional" content: unique and specific content which will attract leading edge, creative-driven digital brand advertisers.



Why Revver?

Unique & Professional Content

Our “alternative professional” video creators are hip, tech-savvy influencers with more experience than creators found on other video sites. The result is unique content to match with your brand. Revver’s video player is also among the best on the web, offering a superior viewing experience for your brand message.

Campaign Customization & Flexibility

Revver can create highly-customized, multi-featured video campaigns, tailored to your advertising objectives. We can reallocate budget mid-flight, swap creative, adjust share of voice, increase exposure and handle most campaign requests. We also implement quickly while providing our clients with the highest level of service.

Competitive & Flexible Pricing

We offer flexible and competitive pricing. Media plans can be structured on either a Cost Per Thousand (CPM), Cost Per Click (CPC), or sponsorship basis.

High-Value Audience

Revver’s viewing audience skews slightly older and is more affluent than audiences on simple “viral video” sites. They come looking for the more professional and cutting-edge content that Revver delivers. As a result, advertisers reach a larger concentration of tech savvy, early adopters and entertainment enthusiasts

Full Suite of Video & Display Ad Products

Revver offers advertisers pre and post roll video, and display ad opportunities as well as custom channel sponsorships, branded entertainment, viral video contests and homepage takeovers.



Advertising Partners

Absolut Vodka

American Apparel

Coca Cola

Columbia Pictures

Delta Airlines

Disney

Focus Features

Fox Searchlight

Gamefly

Gametap

GoDaddy

GE Healthcare

Lions Gate Entertainment

Microsoft Windows

Mentos

MTV2

NBC

Nintendo

Old Spice

Palm Treo

Paramount Vantage

Pinnacle

Procter & Gamble

Rockstar Games

Sega

Shout Wipes

Sony HDD

Sundance Channel

Taco Bell

The CW

Verizon

Warner Home Entertainment



COLUMBIA
PICTURES



ABSOLUT[®]
Country of Sweden
VODKA



mentos[®]

The Freshmaker



Nintendo[®]



SEGA

NBC

P&G

Procter & Gamble

American Apparel[™] aa



SHOUT
WIPES

Coca-Cola



SONY[®]

Disney

By The Numbers

Revver Network

Monthly Video Streams on Revver Network: 30,000,000

Monthly Unique Visitors on Revver Network): 2,900,000

Monthly Unique Visitors on Revver.com: 1,000,000

Independent Creators: 150,000

Registered Users: 150,000

Index Score for Male 25-34 : 161

Average In-Player Click through rate: 3%

Source: Comscore Video Metrics & Google Analytics



Campaign Targeting

On Targeting

Targeting is an important part of an advertising strategy. Revver can help you achieve your targeting objectives and minimize waste with the following targeting capabilities:

Genres

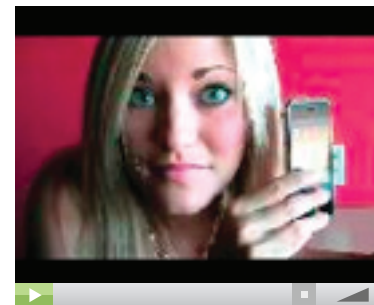
Target your campaign towards specific genres such as Comedy, Animation, Music, Sports, and Tech.

Creators

Pair your advertisement with video specific, popular creators such as iJustine, Spill Crew, Happy Slip, French-maidTV, and Prankvote.

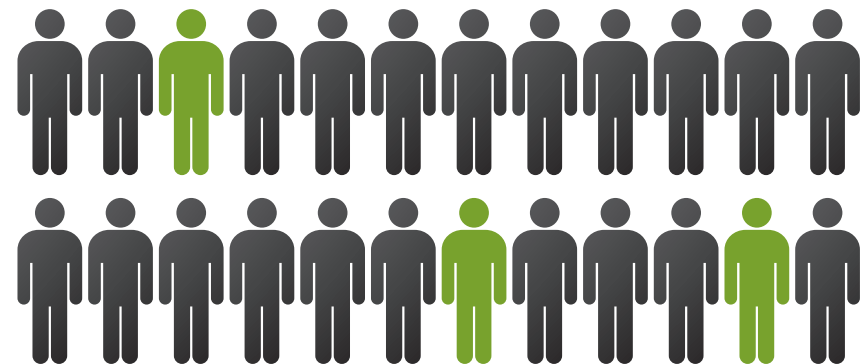
Key Words

Our videos are paired with IAB compliant keywords. Create custom keyword-driven placements which are endemic and targeted towards your audience.



Entertainment

News Sports Puppies
Techs & Gadgets Cars
Basketball Webisodes
Kittens Celebrities Golf



Audience-Driven Content

Tap Into Our Creative Community

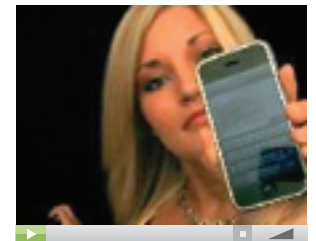
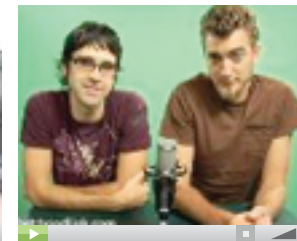
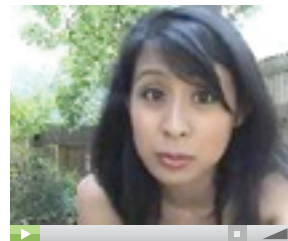
Tap into the power of the Revver video-producing community. With over 150,000 registered video creators to engage, you can drive content creation for your campaign.

Create Custom, Ad-Oriented Content

Empower the Revver community to produce advertiser-oriented content such as spec commercials, movie and television show scenes, webisodes, product endorsements and testimonials, product video diaries, podcasts, and the like.

Place Ads Against Custom-Created Content

Once the video content has been produced for your campaign, pair ad inventory against the content and maximize engagement, conversions, and overall campaign performance.



Case Study

SC Johnson: Shout Wipes

SC Johnson wanted to promote the launch of its new Shout Wipes product. The client's primary objective was to raise awareness using a custom online video solution.

Objective

Increasing awareness for the new "Shout Wipes" product launch.

Course Of Action

Draft FCB produced a viral video entitled "Save the Pants." Revver created an exclusive Shout Wipes collection and created unbranded ads that drove viewers to the video. The Shout Wipes video had a Revver Post Plate ad which drove traffic to the www.shoutitout.com website.

Result

The 10-day campaign produced over 1.5 Million impressions, over 90,000 clicks (a 6% CTR!) to view "Save the Pants," over 45,000 full video views and nearly 2,000 people clicked through to the Shout it Out website.



bring clothes back to life



Video Ad Products



Pre Plate

Dimensions: 480 x 360 (4:3 Standard)

File Format: .gif; .jpg; .swf

File Size: 100k

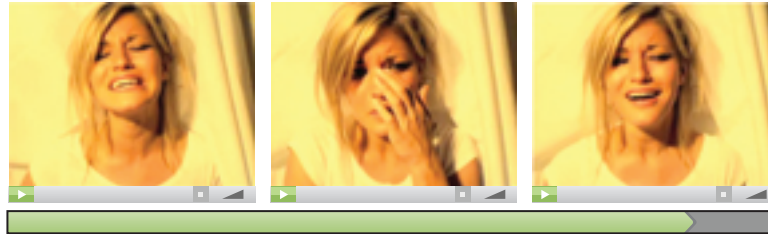
Post Plate

Dimensions: 480 x 360 (4:3 Standard)

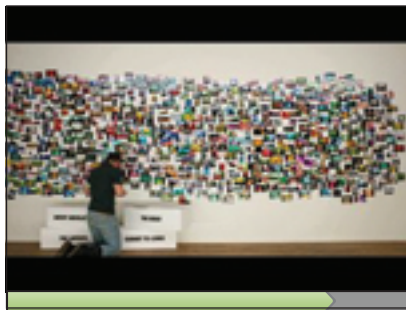
File Format: .gif; .jpg; .swf

File Size: 100k

Unit is Clickable



Video Play



Pre Roll

Dimensions: 480 x 360 (4:3 Standard)

File Format: FLV, Flash 7; Quicktime

Length: :15

File Size: 1MB

Post Roll

Dimensions: 480 x 360 (4:3 Standard)

File Format: FLV, Flash 7; Quicktime

Length: :30

File Size: 5MB

Unit is Clickable

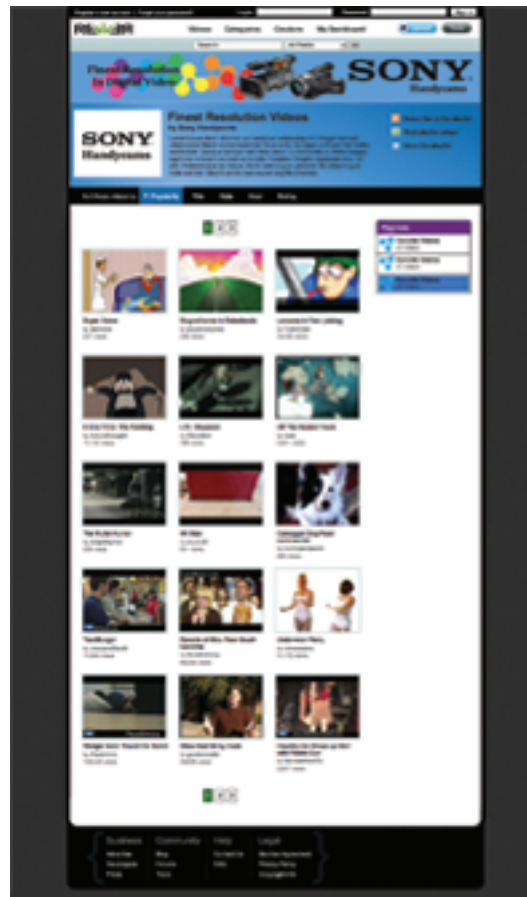


Custom Ad Products

Homepage Logo With Skins



Custom Sponsorship Playlist



Branded Contest Engine



Let Us Help You

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