

# THE SABONG CHRONICLES



GAME FOWL NEWS AND FEATURES

***SabongChronicles.com***

## Editorial Mission Statement

*SabongChronicles.com* is an online community where *sabong* enthusiasts flock to read fresh and relevant game fowl news, entertaining feature stories, event reviews, and practical breeding tips. It is the virtual abode of Filipino chicken lovers and soon-to-be derby champions where they interact with staff members, contributors and fellow readers.

Because of the growing popularity of microblogging, *SabongChronicles.com* has also encouraged content generation among its registered members. Each member can now share relevant and entertaining bits of information with fellow readers. Content shared by members is thoroughly screened and moderated by *SabongChronicles.com* editors to make sure accuracy and netiquette are not compromised.

## Audience

Previously a go-to blog only for game fowl and cockfighting enthusiasts, *SabongChronicles.com* has expanded its reach and has now been touching base with anyone looking for game fowl-related information. Our readers could be the *sabong* fans or the backyard breeders looking for tips on how to get the most out of their chicken raising efforts.

## Editorial Content

Bloodlines and Strains  
Conditioning and Pointing  
Health and Nutrition  
News and Events  
Technology and Tools

Breeding and Selection  
Features  
Legends of the Pit  
Rising Stars  
Sabong Videos

## Blog Metrics

145,832 Page Views | 71,339 Unique Visitors  
\*Google Analytics, Q3 2018

## Social Media Support (as of October 31, 2018)

Facebook Page: 39,285 followers  
YouTube: 840 subscribers  
Email List: 442 subscribers  
Support Groups: 1.6 M followers

Facebook Group: 4,656 members  
Twitter: 494 followers  
Instagram: 131 followers  
Google+: 7 followers

Unit 5-C Minabel Bldg., 66 Main Ave. Cor. 13<sup>th</sup> Ave.  
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## GAME FOWL NEWS AND FEATURES

### DIGITAL ADVERTISING RATE CARD

- **Display Ads**

Build brand awareness and highlight your message visually through our different display ad units. Incorporate engagement and interactivity using our rich media formats.

Option / Ad unit (px)	Targeted Niche Market	Section Targeting	STANDARD ADS	PERMANENT ADS			
			CPM (Rates in PHP inclusive of 12% VAT)	1 month	3 months (10% Discount)	6 months (20% Discount)	12 months (30% Discount)
Option A: Desktop Header Leaderboard (728x90) & Mobile Header Banner (320x50)	Yes	Section & Homepage	₱292	₱14,560	₱13,104	₱11,648	₱10,192
Option B: Desktop Sidebar Large Rectangle (336x280) & Mobile Large Rectangle (336x280)	Yes	Section & Homepage	₱146	₱7,280	₱6,552	₱5,824	₱5,096
Option C: Desktop Sidebar Large Skyscraper (300x600) & Mobile Large Rectangle (336x280)	Yes	Section & Homepage	₱219	₱10,920	₱11,844	₱8,736	₱7,644
Option D: Desktop Footer Top Leaderboard (728x90) & Mobile Footer Banner (320x50)	Yes	Section & Homepage	₱146	₱7,280	₱6,552	₱5,824	₱5,096
Option E: Desktop Interstitial Large Rectangle (336x280) & Mobile Interstitial Large Rectangle (336x280)	Yes	All Pages	₱292	₱14,560	₱13,104	₱11,648	₱10,192

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## GAME FOWL NEWS AND FEATURES

### Production Cost

Production fees will be charged if materials provided are not the final creative to be uploaded.

- **Native Ads**

Showcase your brand message and engage consumers through a variety of high-quality editorial content formats across multiple platforms. These are seamlessly integrated into our editorial content and distributed where our readers are.

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Package	Discoverability	Placement Cost (12% VAT inclusive)
Package A: Basic	Sponsored article featured on the homepage for 1 week; 50,000 potential impressions in the blog's recommended section; and 1 Facebook post	₱6,500 per article (publishing only). Rate does not include article writing. Additional ₱6,500 if article is to be written by <i>SabongChronicles.com</i> .
Package B: Standard	Sponsored article featured on the homepage for 1 week; 50,000 potential impressions in the blog's recommended section; 1 Facebook post; 5 Twitter posts; and inclusion in the blog's weekly newsletter	₱13,000 per article (publishing only). Rate does not include article writing. Additional ₱13,000 if article is to be written by <i>SabongChronicles.com</i> .

### Upgrade

For video and rich media executions, additional ₱26,000 placement cost. For collaborative executions, additional ₱65,000 placement cost. Collab executions will involve brand's editorial team for conceptualization and execution and will be labelled as "Brand + Client". Custom executions are subject to separate costing depending on the specifications provided by the client. Production fees will be based on the specifications provided by the client.

### Blog Mechanical Requirements

Display Ad Units	Ad Dimension (px)	Max Allowed File Size (kb)	Allowed File Format	Required Files
Leaderboard	728x90	100 kb	JPEG, GIF, or PNG	Layered files including PSD (Photoshop version CS5 or higher), fonts and colors, and landing URL
Large Rectangle	336x280			
Large Skyscraper	300x600			
Mobile Banner	320x50			

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## GAME FOWL NEWS AND FEATURES ONLINE ADVERTISING AGREEMENT

Please check the advertising option or package you wish to purchase:

### ✓ **DISPLAY ADS**

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- Option A:** Desktop Header Leaderboard (728x90) & Mobile Header Banner (320x50)

Please check:

- 1 Month for ₱14,560  
 6 Months for ₱69,888

- 3 Months for ₱39,312  
 12 Months for ₱122,304

- Option B:** Desktop Sidebar Large Rectangle (336x280) & Mobile Large Rectangle (336x280)

Please check:

- 1 Month for ₱7,280  
 6 Months for ₱34,944

- 3 Months for ₱19,656  
 12 Months for ₱61,152

- Option C:** Desktop Sidebar Large Skyscraper (300x600) & Mobile Large Rectangle (336x280)

Please check:

- 1 Month for ₱10,920  
 6 Months for ₱52,416

- 3 Months for ₱29,484  
 12 Months for ₱91,728

- Option D:** Desktop Footer Top Leaderboard (728x90) & Mobile Footer Banner (320x50)

Please check:

- 1 Month for ₱7,280  
 6 Months for ₱34,944

- 3 Months for ₱19,656  
 12 Months for ₱61,152

- Option E:** Desktop Interstitial Large Rectangle (336x280) & Mobile Interstitial Large Rectangle (336x280)

Please check:

- 1 Month for ₱14,560  
 6 Months for ₱69,888

- 3 Months for ₱39,312  
 12 Months for ₱122,304

### ✓ **NATIVE ADS**

- Package A:** Sponsored article featured on the homepage for 1 week; 50,000 potential impressions in the blog's recommended section; and 1 Facebook post

Please check:

- Permanent native ad for ₱6,500 (plus ₱6,500 if article is to be written by *SabongChronicles.com*)

- Package B:** Sponsored article featured on the homepage for 1 week; 50,000 potential impressions in the blog's recommended section; 1 Facebook post; 5 Twitter posts; and inclusion in the blog's weekly newsletter

Please check:

- Permanent native ad for ₱13,000 (plus ₱6,500 if article is to be written by *SabongChronicles.com*)

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## GAME FOWL NEWS AND FEATURES

Space Closing Date is seven (7) days prior to first day of the month in which advertisement is to commence.

Total ad cost: \_\_\_\_\_

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### YOUR INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company Website: \_\_\_\_\_

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Email: \_\_\_\_\_

Link advertisement to your company website?  Yes  No

If Yes, please provide the URL: \_\_\_\_\_

Conforme:

\_\_\_\_\_  
Signature Over Printed Name and Date

**NOTE:** This is a legally binding contract. In signing this document, the advertiser and publisher agree to abide by all of the contract terms and conditions as noted on this document and warrants that the representative executing the contract has the legal authority to create a binding agreement with *SabongChronicles.com*. *SabongChronicles.com* reserves the right to review and reject any advertisement submitted for publication to *SabongChronicles.com*'s blog.

**CANCELLATION:** No cancellation of contracted space will be deemed valid unless received in writing by *SabongChronicles.com* at least 30 days prior to the Space Closing Date. Contracts signed 30 days or less prior to the Space Closing Date are non-cancelable. Failure to comply with this condition will result in the advertiser being billed accordingly. *SabongChronicles.com* will, at its discretion, either repeat a previous advertisement or publish nothing.

Approved:

\_\_\_\_\_  
Authorized *SabongChronicles.com* Representative  
(Signature Over Printed Name and Date)

All payments payable to:

**ARIES CHAN MARKETING SERVICES**  
**UNIT 5-C MINABEL BLDG., 66 MAIN AVE. COR. 13TH AVE.**  
**BRGY. SOCORRO**  
**CUBAO, QUEZON CITY**

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## GAME FOWL NEWS AND FEATURES TERMS AND CONDITIONS

1. *SabongChronicles.com* reserves the right to review and reject any advertisement submitted for publication to its blog.
2. *SabongChronicles.com* does not guarantee any given level of circulation for an advertisement.
3. Advertisers and their agents assume full liability for all content of advertisements published on its blog. The advertiser assumes responsibility for any claims made against *SabongChronicles.com* or arising therefrom. Advertiser agrees to indemnify, defend, and hold *SabongChronicles.com* harmless from any and all liability of such advertisements.
4. Cancellations, changes, or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by both parties. No cancellation of contracted space will be deemed valid unless received in writing by *SabongChronicles.com* at least 30 days prior to the space closing date. Failure to comply with this condition will result in the advertiser being billed accordingly. *SabongChronicles.com* will, at its discretion, either repeat a previous advertisement or publish nothing.
5. No conditions printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with *SabongChronicles.com* stated policies will be binding on *SabongChronicles.com*.
6. No contract is valid unless it is signed by *SabongChronicles.com*'s authorized representative on behalf of *SabongChronicles.com*.
7. The advertiser warrants that the representative executing the contract has the legal authority to create a binding agreement with *SabongChronicles.com*.
8. Prepayment is required for all Monthly Advertisement invoices. Any invoice for Monthly Advertisement that is not paid prior to the first of the month in which advertisement is to commence will not be published to *SabongChronicles.com*'s blog. Payment terms are net 30 days from date of invoice for Annual Contracts. Any unpaid balance over 30 days on invoices for Annual Contracts will be charged an additional 1.5% per month.
9. *SabongChronicles.com* reserves the right to change or modify the policies, terms, and rates set forth herein at any time.
10. *SabongChronicles.com* does not render commissions to advertising agencies.