

Home Page Takeover

Photobucket is the world's largest personal media site, where millions of people create, manage and share their digital lives.

Photobucket has over 143 million visitors a month, all of whom start at the Photobucket Home page, garnering an average of more than 150 million monthly Home page views.* Home page takeovers are an impactful way to take advantage of this entry point.



Complete brand takeovers are available on Photobucket's highly trafficked Home page.



Takeovers can optionally include animated "peel backs" to enhance interaction.

Benefits

- All-encompassing custom creative offers incredibly unique way to present your brand.
- Opportunity for 100% share-of-voice on highly trafficked entry point.

Elements

- Branded video, animated or static ad units, including custom animated or static gutters.
- Optional: Customized navigation bar, peel back ad unit, and background skinning.

Specifications

Contact Photobucket for details

Audience

- 53% under age 34**
- 34% age 18-34**
- 50% female, 50% male**
- Photobucket users are 92% more likely than total online users to provide frequent advice about electronics***

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* Internal Photobucket data
 ** Source: comScore Media Metrix, January 2008
 *** Source: Nielsen Online @Plan, Winter 2007-08
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