



Habbo Mediacard 2011

www.habbo.dk

Banners	Size	Data size max.	CPM
Skyscraper	120 x 600 OR 160 x 600	50Kb (GIF/JPG/SWF/tag)	10
MPU	300 x 250	50Kb (GIF/JPG/SWF/tag)	13
MPU with video	300 x 250	50Kb, 1Mb streaming video file	15
MPU inside the Hotel	300 x 250	50Kb, 1Mb streaming video file	25
In-game leaderboard	728 x 90	50K (GIF/JPG/SWF)	25
Front page takeover	1264 x 2720	300 Kb (GIF/JPG)	9000 € / day

Other advertising			Prize €
News article	Front page Top Story and news article in Habbo.FI. Max 200 words, images max 200 x 200 (GIF/JPG).		3000
Poll or questionnaire	Poll or questionnaire in sponsored room or in news article. Can contain 5-20 questions. Questions created together with the advertiser.	Duration 1-2 weeks	3600
Sponsored room	Room will be modified to represent the brand; renaming of the room & image on the Hotel navigator, programmed bot and billboard. Billboard: 200 x 180 / 160 x 140, 50kb (GIF/JPG). Programmed bot: 5-10 sentences. Room image: 274 x 64 (GIF/JPG).	Minimum duration 2 weeks	5000 € 1st week 3000 € extra week
Quest or other competition	Action based quest inside the Hotel.	Duration 1-2 weeks	4500-7000
Group page	Group page will be modified by the brand; branded background image and sticker or badge.		6000 € / 1 month maintenance + 1 month visibility
Campaign messages	Messages can be targeted by age, sex or membership of a group.	1 message / week	500 € / message

HABBO.DK				Contact information
Profile				Ad sales: myynti@sulake.com Tel. +358 10 656 7000
Unique visitors / month	301 000	Age	6% over 17 21% 15-16 61% 13-14	
Time spent in Hotel	40 min / visit	Average age	13	
Pageviews / month	17 million	Sex	57 % boys 43 % girls	
Visits	5,7 / week			

Banners	7 days before campaign start: habbomateriaalit@sulake.com
Other materials	14 days before campaign start: habbomateriaalit@sulake.com



Contact information Sulake Corporation Oy

E-mail: firstname.lastname@sulake.com

Tel. +358 10 656 7000

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