

ENGAGE



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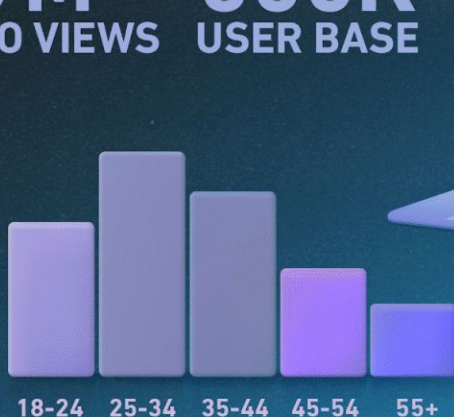
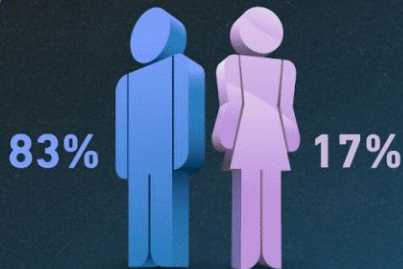
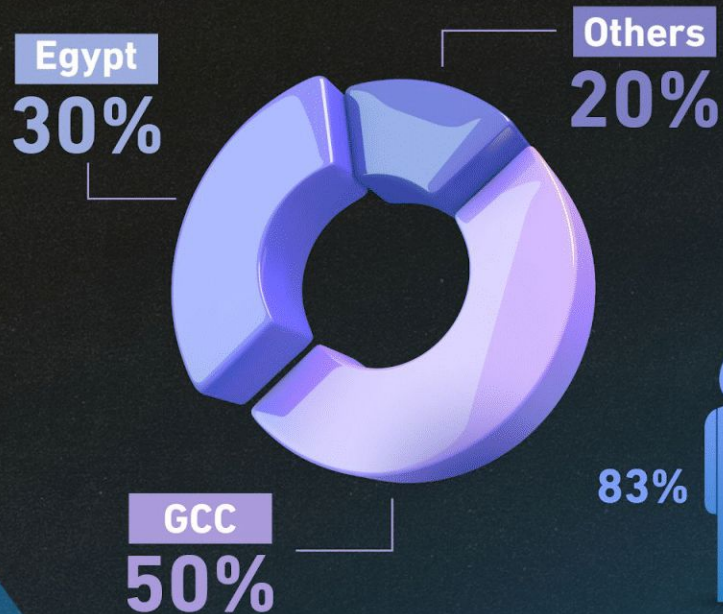
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> WHAT IS ENGAGE360

Arabic and English sports content which leads the way in the Middle East. Our visual approach to storytelling engages **MORE THAN 12.5M+ FOLLOWERS**, with content evolving by the day to stay ahead in one of the most-crowded markets. Our social media and web content commands a loyal audience, with the eyeballs brands want to be in front of.



WEBSITE DEMOGRAPHICS



SOCIAL MEDIA



8.2M+
FOLLOWERS



سبورت 360 عربية
@sport360Arabiya



أخبار الدوري المصري - سبورت 360
@sport360egypt



Sport360
@sport360



Sport360 Cricket
@Sport360Cricket



4.5M+
FOLLOWERS



سبورت 360 عربية
@sport360arabiya



Sport360
@sport360



سبورت 360 سعودي
@sport360_saudi



Sport360 Cricket
@sport360cricket



أبтал فوت - Abtal FUT
@abtal360



Sport360 F1
@sport360f1



1.6M+
FOLLOWERS



Sport360arabiya
@sport360arabiya



Abtal360
@abtal360



Sport360
@sport360



1M+
FOLLOWERS



Sport360 Arabiya
@Sport360Arabiya



سبورت 360 مصرية
@Sport360Egypt



سبورت 360 سعودي
@sport360Saudi



Sport360°
@Sport360



0.3M+
FOLLOWERS



سبورت 360 عربية
@Sport360Arabiya



Abtal360
@abtal360



Sport360
@sport360UAE

ENGAGE360 SERVICES

DIGITAL
ADVERTISING



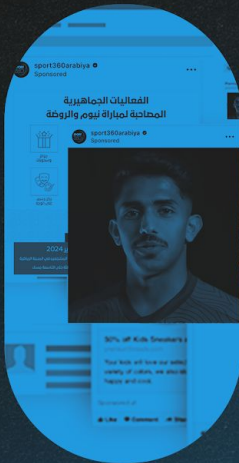
INTERSTITIAL
SOCIAL MEDIA
ADS



BRANDED
CONTENT



DARK
POST



FEATURED
ARTICLE



LEAD
GENERATION



EMAIL
MARKETING



DIGITAL ADVERTISING

➤ DIGITAL ADVERTISING

Elevate your brand visibility through top-tier ad placements featuring exceptional viewability and click-through rates (CTR).

Explore a variety of formats, including images, outstream, instream, native, and custom rich media, to effectively showcase your brand.



MPU

250 PX

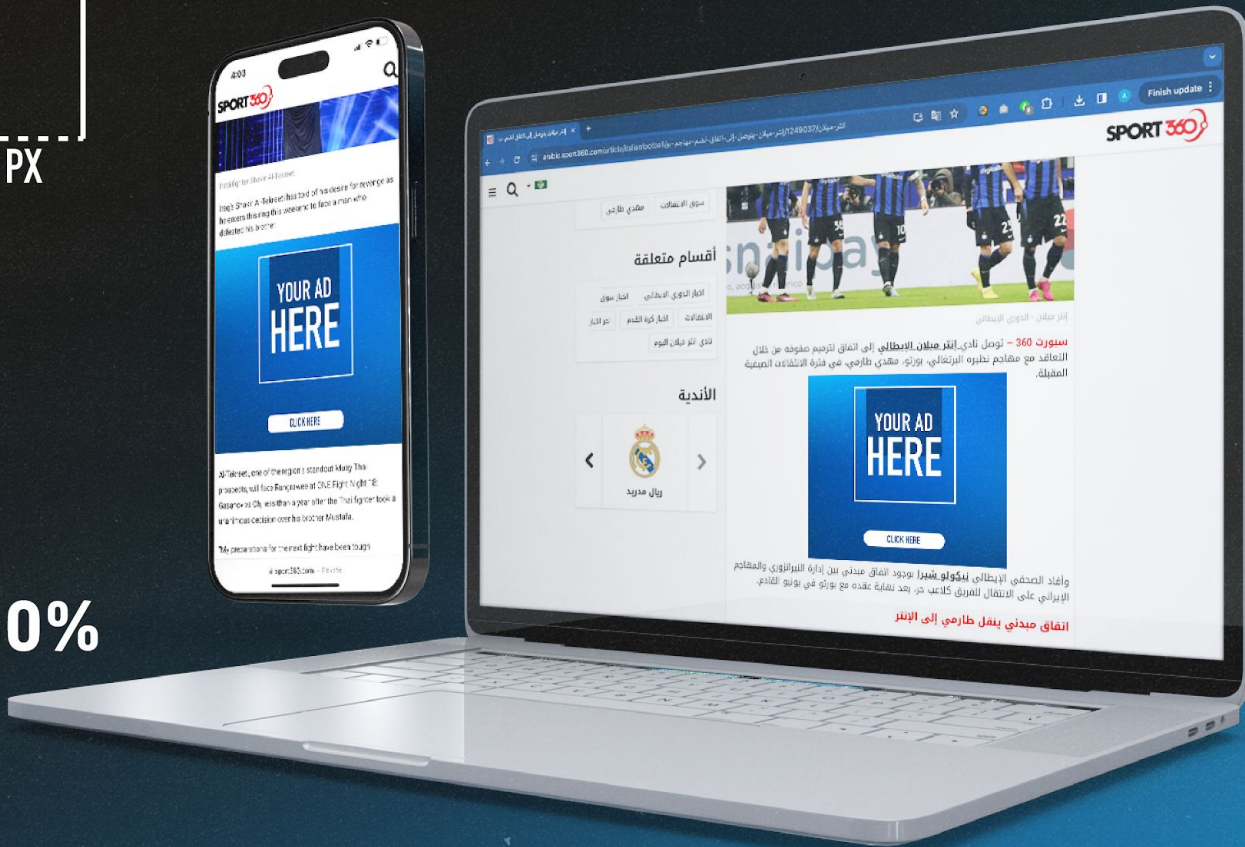
300 PX

Platforms:



Viewability: 60%

CTR: 0.3%



➤ **STAY ON**

100 PX



320 PX

Platforms:



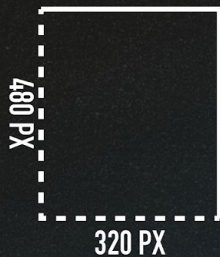
Viewability: **75%**

CTR: **0.4%**



**SPORT
360X**

> INTERSTITIAL



Platforms:



Viewability: **100%**

CTR: **1.5%**



▶ INSTREAM (PREROLL)

SKIPPABLE AND NON SKIPPABLE

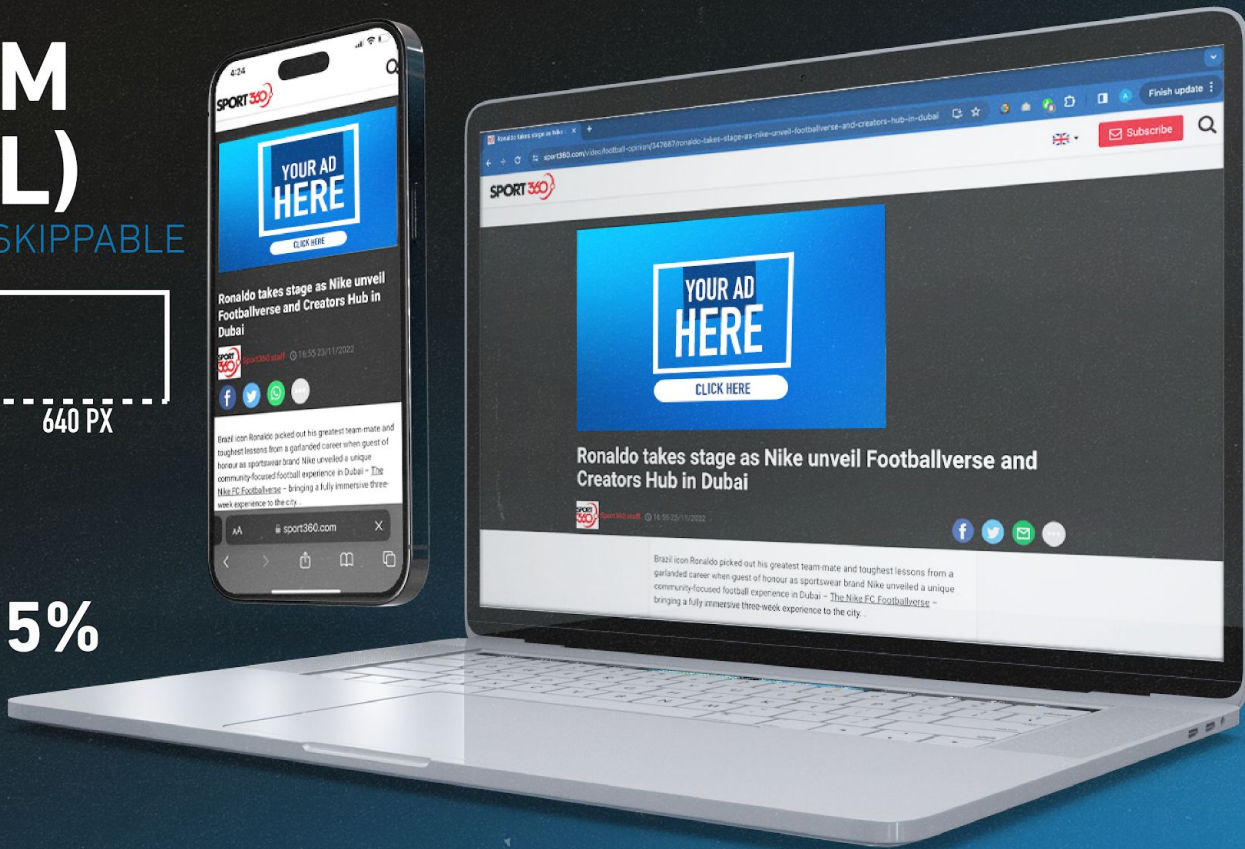
Platforms:



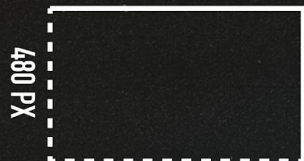
Viewability: **75%**

CTR: **0.7%**

VTR: **75%**



OUTSTREAM



Platforms:

640 PX



Viewability: 45%

CTR: 0.2%



BILLBOARD AND LEADERBOARD

970X90, 970X250, 320X50, 320X100

Platforms:



Viewability: 70%

CTR: 0.35%



SKINBANNER CUSTOM

Platforms:



Viewability: 100%

CTR: 0.8%



> RATE CARD

FORMAT	SIZE	PLACEMENT	GROSS RATE (CPM)
SUPER LEADERBOARD	970X90	DESKTOP	\$40
MPU	300X250	DESKTOP/MOBILE	\$40
BILLBOARD	970X250, 320X100	DESKTOP/MOBILE	\$40
LEADERBOARD	320X50	MOBILE	\$30
STAYON	320X100	MOBILE	\$45
INTERSTITIAL	320X480	MOBILE	\$60

> RATE CARD

FORMAT	SIZE	PLACEMENT	GROSS RATE (CPM)
INSTREAM (PREROLL)	640X480	DESKTOP/MOBILE	\$45
OUTSTREAM	640X480	DESKTOP/MOBILE	\$40
ROADBLOCK	ROS/SECTION	DESKTOP/MOBILE	\$75
VIDEO TAKEOVER*	640X480	DESKTOP/MOBILE	\$2,800 - \$10,000
HOMEPAGE TAKEOVER*		DESKTOP/MOBILE	\$1,500 - \$6,000
SECTION TAKEOVER*		DESKTOP/MOBILE	\$1,000 - \$3,000

*Takeover starting price is per country, and customized packages applied per region.

INTERSTITIAL SOCIAL MEDIA ADS

› INTERSTITIAL SOCIAL MEDIA ADS

Interstitial ads help our partners make the most of our audience, and also creative space. Inserted as stories on either Instagram or Facebook they are placed in the middle of our highly engaged organic content.

With the audience's attention captured through content, these ad slots give partners high visibility with a lot of premium spaces to build creativity, whilst maximising the opportunity of the audience seeing the content - with tens of thousands of views on every slide



INTERSTITIAL

SOCIAL MEDIA ADS - SAMPLE

ADVERTORIAL STORIES



ORGANIC CONTENT

INTERSTITIAL

SOCIAL MEDIA ADS -RATE CARD



FACEBOOK AR/EN	
VOLUME	PRICE
1x Story	\$500
2x Stories	\$900
3x Stories	\$1,300
4x Stories	\$1,600



INSTAGRAM AR/EN	
VOLUME	PRICE
1x Story	\$1000
2x Stories	\$1800
3x Stories	\$2,600
4x Stories	\$3,200



X AR/EN	
VOLUME	PRICE
1x Story	\$300
2x Stories	\$540
3x Stories	\$800
4x Stories	\$1,000

BRANDED CONTENT

➤ BRANDED CONTENT

Sport360 creates the very best in sports content across the region - and we have the solutions to place your brand at the heart of it.

We know what audiences want when it comes to content, and how to engage them on the deepest of levels.

Our in-house team of content experts have the creativity and innovative mindset to not only create that audience friendly content but to fuse this with brand placement in a way that remains authentic to both our audiences and clients.

Sport is the most talked about subject in our region - and you can be placed at the heart of these conversations in a way that will command fantastic brand awareness and recall.



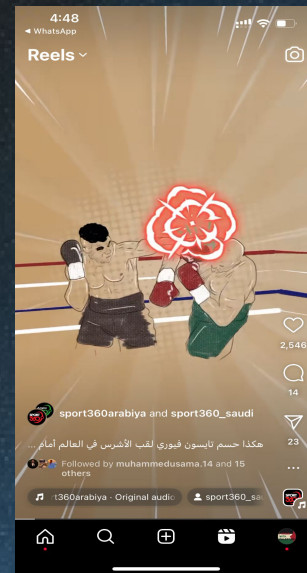
BRANDED CONTENT -SAMPLE



Image



Video Graphics



Rotoscope

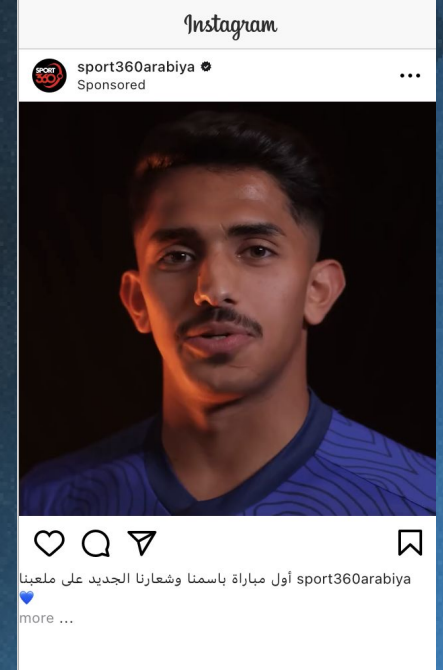


DARK POST

➤ DARK POST

Leverage the potential of dark posts to precisely target your desired audience. With our extensive fan base and wealth of experience in digital marketing, you can harness the combined power of reach and engagement for maximum impact.

Platforms: **Fb, IG, X and Tiktok.**



FEATURED ARTICLE

FEATURED ARTICLE

Our featured articles put your content at the heart of our website. With text, images, and video this is a great way to tell your story in Arabic and/or English to an audience of millions of engaged fans.

REACH: **10K** PAGEVIEWS

RATE CARD: One article (En/Ar): **\$2,000**



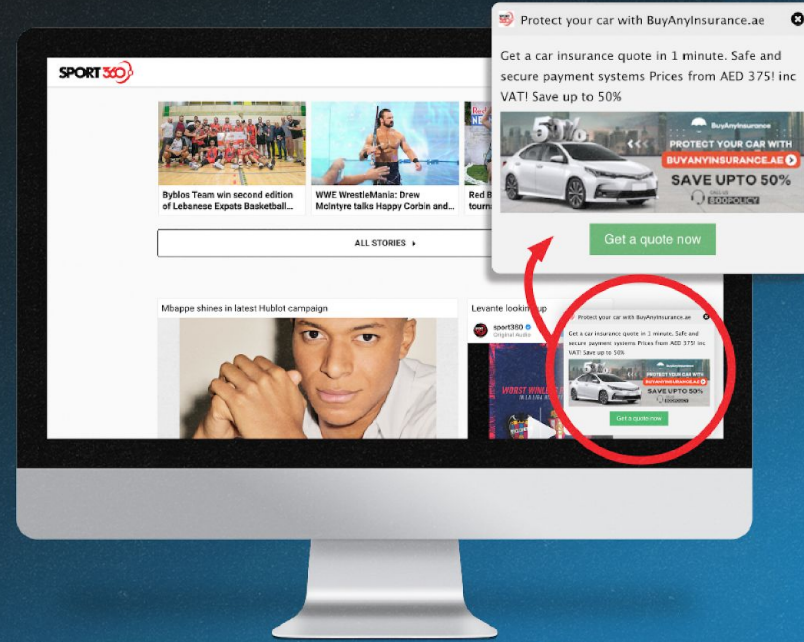
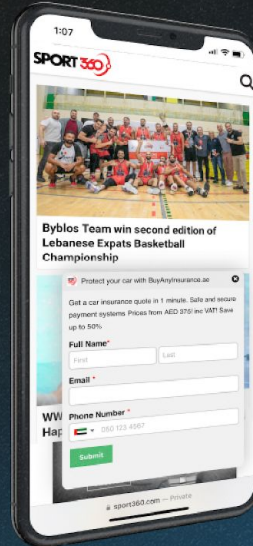
LEAD GENERATION

➤ LEAD GENERATION

We help you to deliver the unique selling point of your business to your prospective clients to convert them from the exploring phase to considering your brand. We deliver quality leads ready to be acquired.

HOW DO WE DO IT?

- Targeting persona.
- Creative material.
- Copyrighting and marketing messages.
- Retargeting and optimization.



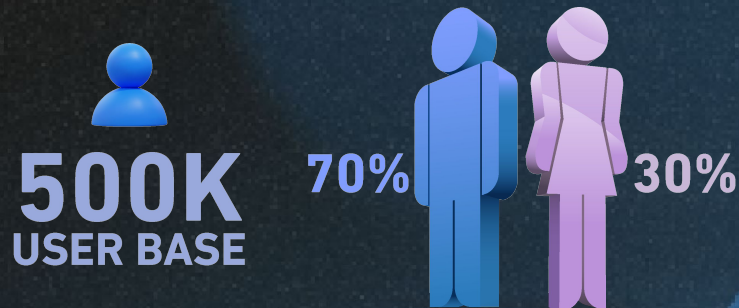
EMAIL MARKETING

➤ EMAIL MARKETING

We have a database of
500,000+
SUBSCRIBERS, who opted in to
receiving emails from
Sport360X.

HOW DO WE DO IT?

- Personalized emails based on interest and persona.
- Retargeting.



Sport360 Average
Campaign Performance

22.3%

4.7%

Market Benchmark

19.7%

3.5%

Open Rate

Click Rate

EMAIL MARKETING RATE CARD



VOLUME	PER EMAIL
LESS THAN 100,000	\$0.6
MORE THAN 100,000	\$0.5

T H A N K Y O U