Advertising on PROMT.One translation service

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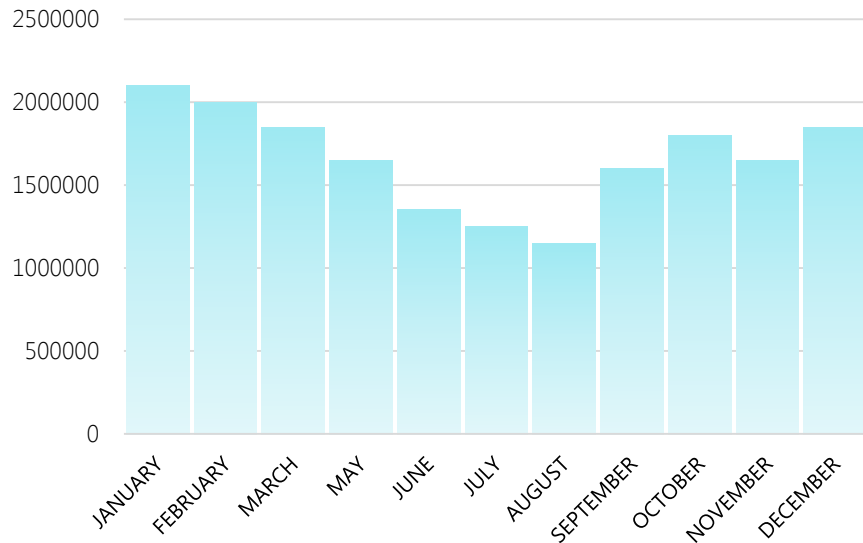
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I. Facts about the PROMT.One service

- The **PROMT.One** service by **PROMT** is a popular online translator, a free Online-Translator.com web-site with a 22-year history of success;

- It is an opportunity to translate from more than 25 languages of both major European and Asian language groups;

- Modern neural machine translation linguistic technologies developed by PROMT;

- The **PROMT.One** - is the desktop site of Online-Translator.com for **Display and** Smartphones and Tablet, and also PROMT.One Apps for iPhone, iPad and Android allow to translate on any mobile or desktop device;

- The PROMT.One service is regularly improved: the web and mobile sites;

- It is an experienced team of professionals and exceptional opportunities for media placement and non-standard advertising campaigns;

- A separate activity of the PROMT.One service team is creating and implementing integrated special advertising projects.
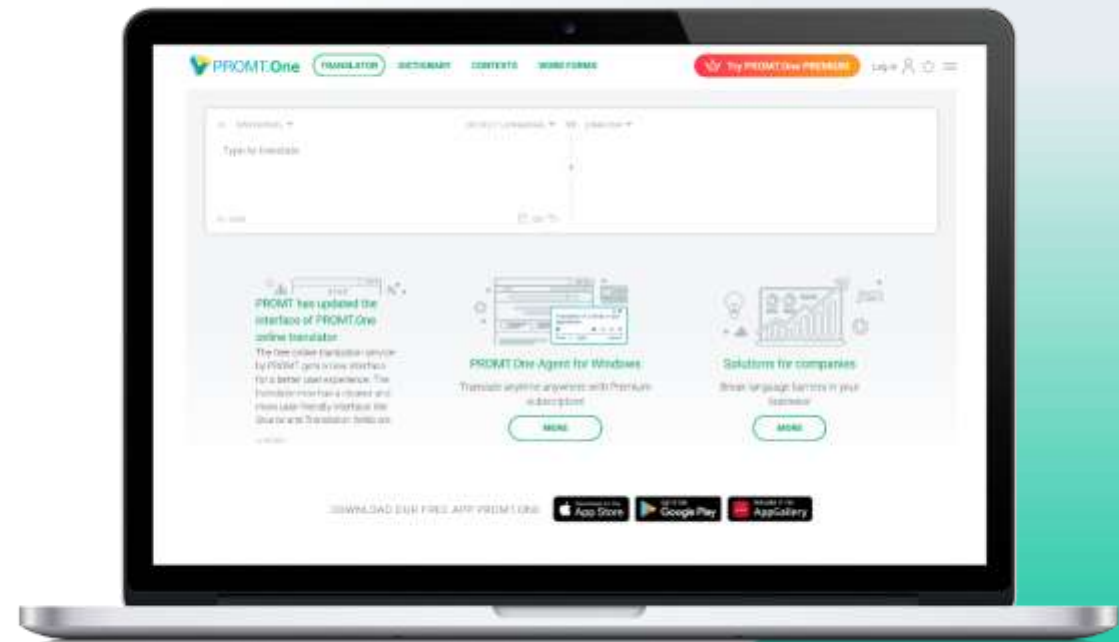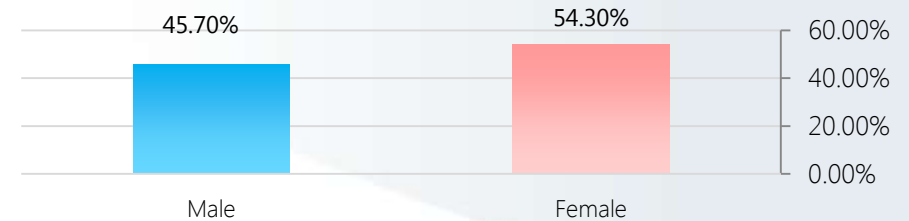
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II. PROMT.One users

- The total coverage of the PROMT.One service is about 2 million unique visitors per month;
- User traffic is up to 200 thousand visitors daily (websites + apps);
- More than 1 million views of advertising pages per day;
- The target users core (18-45 years old) is about 70% of users;
- The main user groups are students, professionals, office workers and managers.

PROMT.One users for 2024

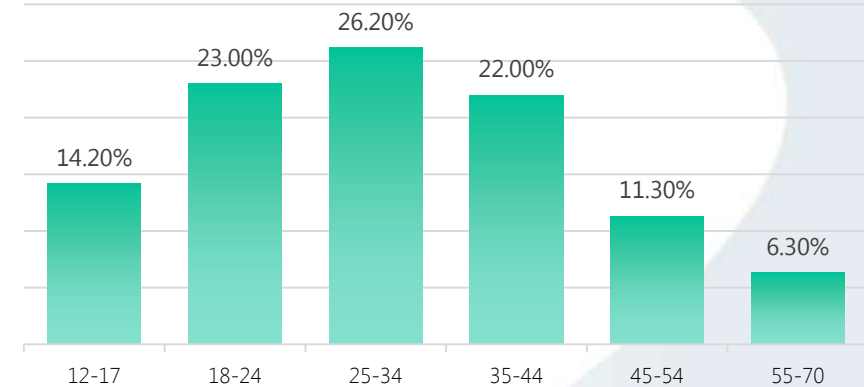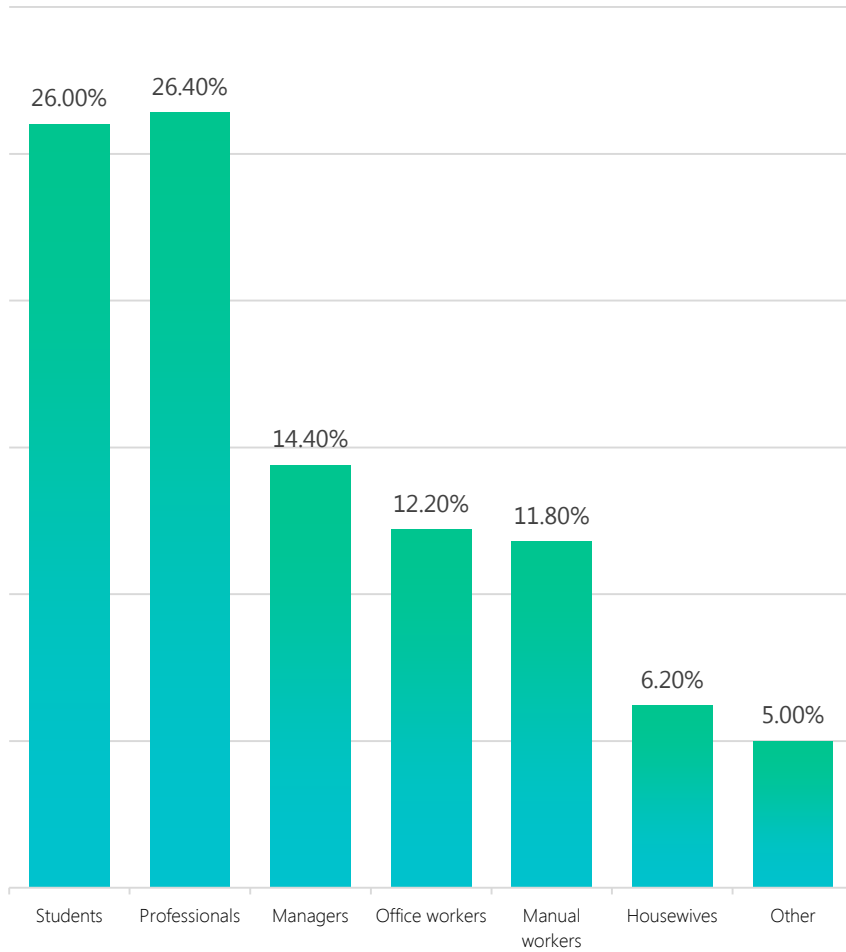## PROMT.One AUDIENCE PROFILE

Gender:

	Male	Female
	45.70%	54.30%

Age:

12-17	18-24	25-34	35-44	45-54	55-70
14.20%	23.00%	26.20%	22.00%	11.30%	6.30%

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Audience social groups

- Students — 26.00%
- Professionals — 26.40%
- Managers — 14.40%
- Office workers — 12.20%
- Manual workers — 11.80%
- Housewives — 6.20%
- Other — 5.00%

Audience Geography

COUNTRIES

- Russia — 67.40%
- Ukraine — 9.20%
- Belarus — 5.30%
- Kazakhstan — 5.00%
- Germany — 2.10%
- Georgia — 1.00%
- Other — 9.00%

CITIES OF RUSSIA

- Moscow — 25.10%
- St. Petersburg — 10.10%
- Ekaterinburg — 3.30%
- Samara — 2.60%
- Krasnodar — 2.40%
- Novosibirsk — 2.30%
- Nizhny Novgorod — 1.90%
- Rostov-on-Don — 1.70%
- Other — 50.60%

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III. Options for Advertising on the PROMT.One translation service:

Banner ads for **online-translator.com, for Display**

- **300x250px** – banner placement on the left part of the main page of the website **online-translator.com;**

- **728x90 px** – banner placement in the middle of the main page and all pages of the site **online-translator.com;**

- **300x600px** (300x250; 160x600 ; 120x600, 240x400 ;240x600 etc.) – banner placement on the right part of the all pages of the website **online-translator.com;**

- **700x385 px**, - placement in the bottom of the main page and all pages of the websites **online-translator.com;**

Mobile ads for **online-translator.com** , for Smartphones' and Tablet:

- **320x100px** (320x50 px) \ 728x90px - banners at the top of the main page and all pages of the mobile site (mobile/tablet);

- **300x250px** – banners on the main page and all pages of the site at the bottom (for Smartphones) or on the right (for tablet and desktop);

Mobile ads in PROMT.One Apps (free) for iPhone, iPad and Android

- **320x50px** – banners placement at the bottom of the main page and all pages of applications, on any mobile device;
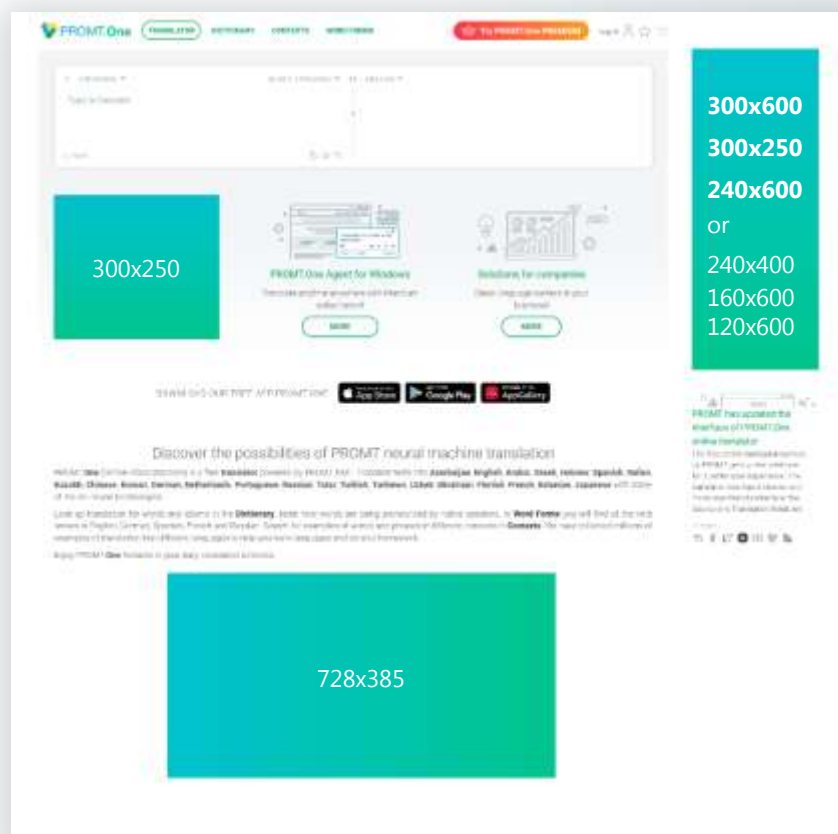
Media ads for **online-translator.com for Display**

- **Website pages branding** – integration of the advertised brand into the website interface on the main page and all pages;

- **Revealing-banner** – this banner is revealed when the user mouse-over a standard 240x400px banner, then it expands to a 500x400px banner; 300x600px > 500x600px

- **TakeOver** – placement of multiple ad formats of one advertiser at a time: branded backing + 970x90px banner + 300x600px (500x600px) banner;

- **Billboard** - this banner is displayed while the page is loading: a large 970x200px banner is shown first, and then it collapses to a standard 970x90px banner;

- **Special projects and other non-standard ad formats** - on request to the PROMT.One team at advert@online-translator.com**.**

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IV. Ad formats and location

Banner ads for online-translator.com, only for Display :
desktop version of online-translator.com   - the Homepage

- **300x250 px** - placement on the left part of the main page and all pages of the websites **online-translator.com**

- **300x600 px** (300x250; 160x600 ;120x600, etc.) **-** placement on the right part of the main page and all pages of the website **online-translator.com**

- **700x385 px**, - placement in the bottom of the main page and all pages of the websites **online-translator.com**


300x600
300x250
240x600
or
240x400
160x600
120x600

300x250

728x385

T A R G E T I N G

Geography

Frequency

Time

Gender and

age

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Banner ads on online-translator.com, only for Display:

desktop version of **online-translator.com** - all page

- **300x600px** (300x250; 160x600 ;120x600, etc.) **-** placement on the right part of the main page and all pages of the website **online-translator.com**

- 728x90 px. – placemen in the middle of the all pages of the websites **online-translator.com**

- **700x385 px**, - placement in the bottom of the main page and all pages of the websites **online-translator.com**

300x600

300x250

240x600

or

240x400

160x600

120x600

728x90

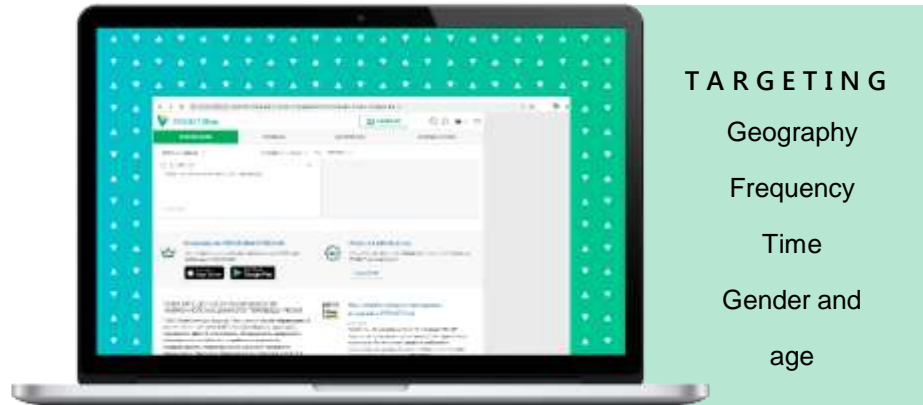700x385

T A R G E T I N G

Geography

Frequency

Time

Gender and

age

PROMT
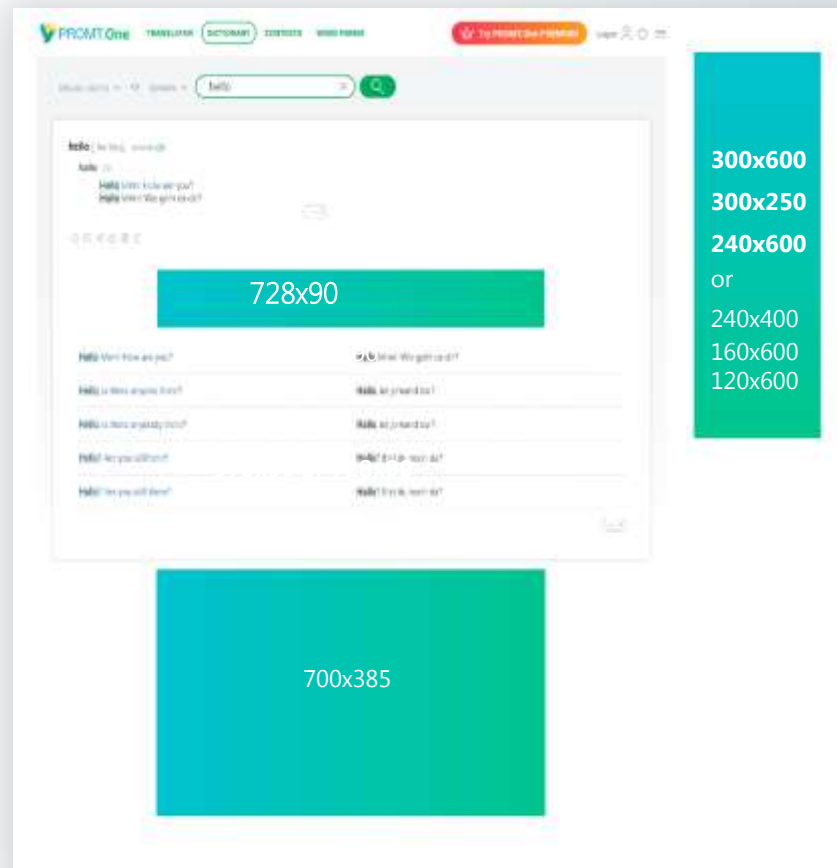
Media ads for online-translator.com, only for Display:

- **Site page branding -** integration of the advertised brand into the website interface on the main page and all pages;


TARGETING

Geography

Frequency

Time

Gender and

age

- **TakeOver -** placement of multiple ad formats of one advertiser at a time: branded backing + 970x90px banner + (300x600px) banner;

TARGETING

Geography

Frequency

Time

Gender and age

- **Revealing-banner -** this banner is revealed when the user mouse-over a standard 300x600px banner, then it expands to a 500x600px banner; 300x600px > 500x600px
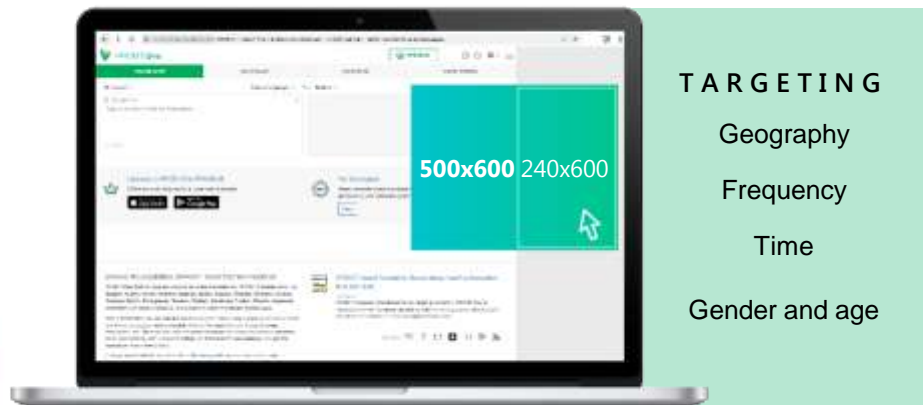
500x600 240x600

TARGETING

Geography

Frequency

Time

Gender and age

- **Billboard** - this banner is displayed while the page is loading: a large 970x200px banner is shown first, and then it collapses to a standard 970x90px banner.

970x200\ 970x90

TARGETING

Geography

Frequency

Time

Gender and age

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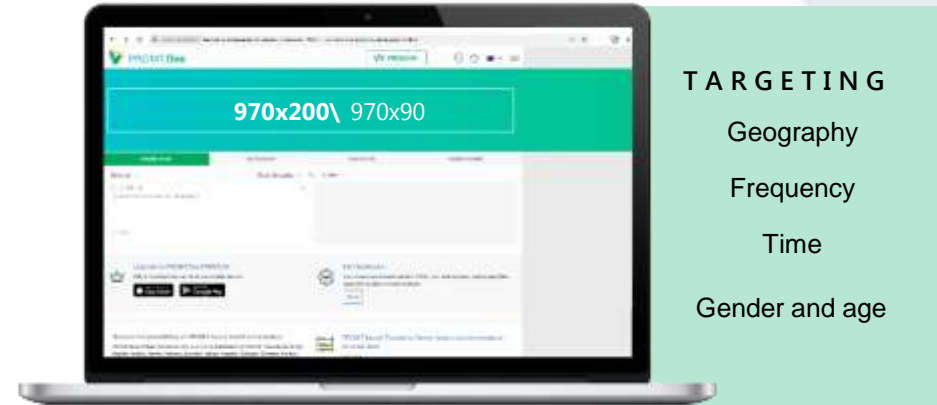
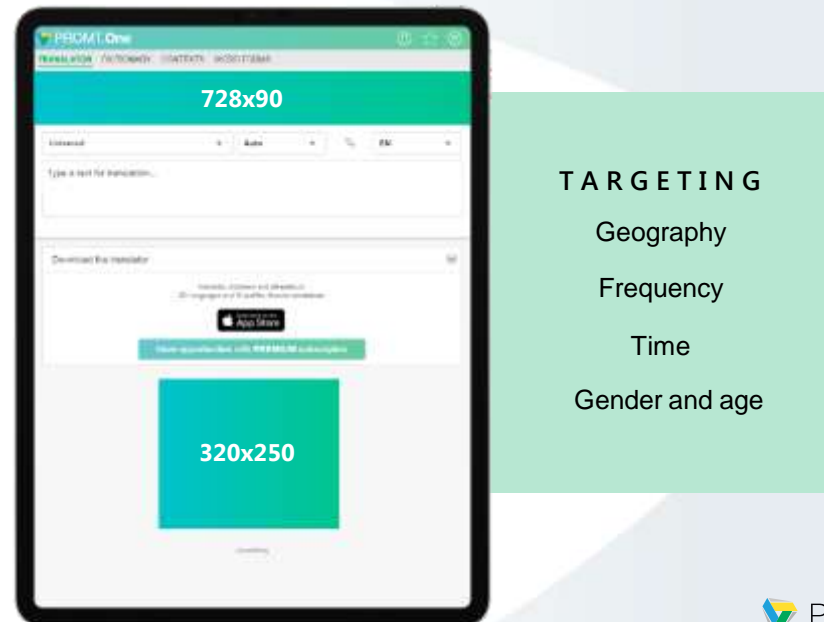# Mobile ads for online-translator.com, only for Smartphones and Tablet:

FOR SMARTPHONES

- **320x100px** (320x50px)– placement at the top of the main page and all pages of the mobile site;
- **300x250px –** placement at the bottom of the main page and all pages of the mobile site;
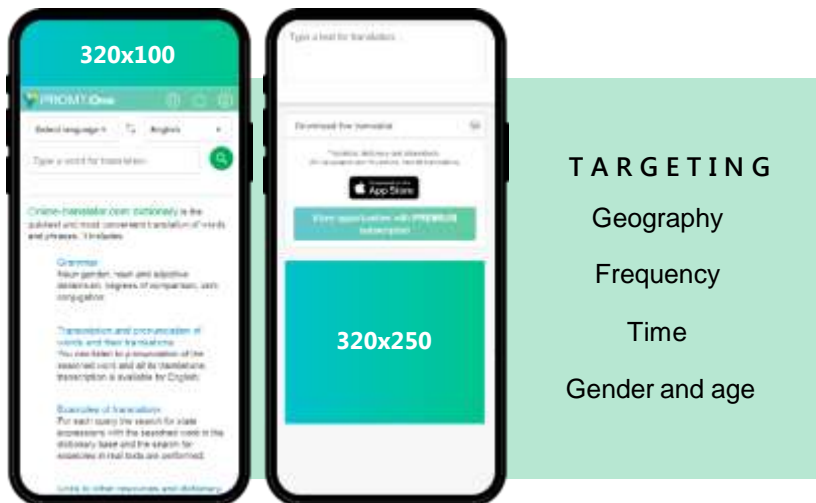
FOR TABLET

- **728x90px -** placement at the top of the main page and all pages of the mobile site;
- **300x250px –** placement in the top right part and at the bottom on the main page and all pages of the site.
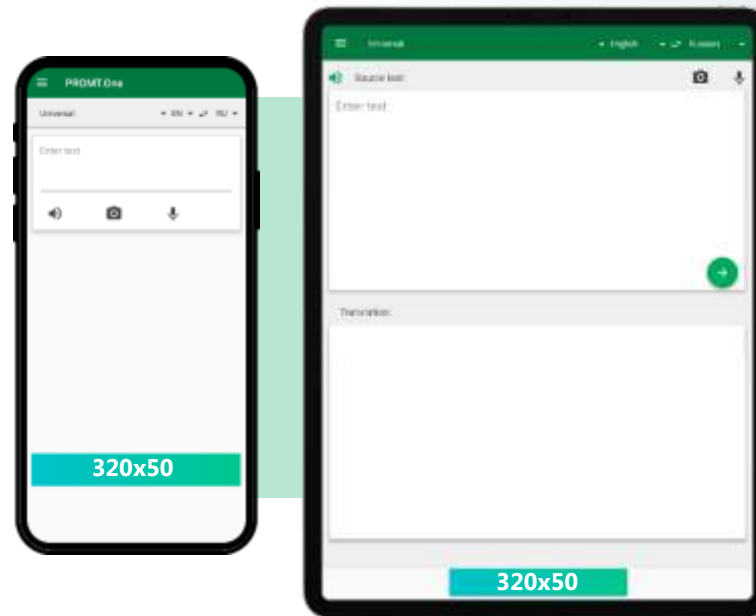

T A R G E T I N G

Geography

Frequency

Time

Gender and age

T A R G E T I N G

Geography

Frequency

Time

Gender and age

PROMT

Mobile Ads in **PROMT.One**

PROMT.One Apps(free) for iPhone, iPad и Android

- **320x50px** – banner placement at the bottom of the main page and all pages of applications on any mobile devices;

PROMT.One APPS are:

- Over 7 million downloads from Apple App Store and Google Play since the release of the Apps
- Over 3.5 million launches a month from iOS and Android devices
- About 25 million ad displays per month

320x50

320x50

TARGETING

Geography

Frequency

Time

Gender and age

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V. Contacts for advertising on PROMT.One translation service:

Contact PROMT.One team:

advert@online-translator.com

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