

On average, we get about 6 million page views per day from about 400 thousand unique visitors.

**Sources:**

Our traffic sources are:

Source	Visitors
Search engines	59.5%
Direct visitors	29.5%
Referring sites	11.0%
	100%

**Geography:**

We get visitors from almost every country. Visit countries on exbii anytime to get a quick look at currently online visitors.

The major countries which contribute to our pageviews are:

Country	Pageviews	%age
India	3817062	66.77%
United States	457197	8.00%
(not set)	195575	3.42%
Pakistan	171004	2.99%
United Kingdom	141811	2.48%
Germany	98440	1.72%
Bangladesh	88339	1.55%
Canada	71852	1.26%
Malaysia	58975	1.03%
Australia	53939	0.94%
Japan	48806	0.85%
Singapore	48238	0.84%
France	43113	0.75%
Sri Lanka	42071	0.74%
Turkey	39378	0.69%
Italy	29739	0.52%
Spain	25903	0.45%
Indonesia	22798	0.40%
China	20548	0.36%
Netherlands	18225	0.32%
Poland	17395	0.30%
Qatar	17128	0.30%
Thailand	12866	0.23%
Brazil	12845	0.22%
Egypt	12589	0.22%
Belgium	11736	0.21%
Nepal	11734	0.21%
Russia	10461	0.18%
Switzerland	10154	0.18%
Sweden	9939	0.17%
<b>200 more</b>	<b>96509</b>	<b>1.69%</b>
	5716368	100.00%

### Other demographics

All our members are adults (by self declaration). But the same cannot be said for all visitors.

We do not collect other demographic data from our members / visitors and thus are unable to comment. However, we can confidently say that our audience is predominantly male. You can get a fair idea of their interests by a glimpse at the subjects of the forums and threads on our website.

### Geotargeting:

The rates given in the rate chart are global rates; i.e. they are valid if you do not specify any geographical preferences and we show the ads to visitors from all countries.

If you specify geographical bindings, then the rates are as follows:

Countries mix	Rate (US\$ CPM)
Whole world	as listed
India only	half
USA / UK only or together	2.5 times
USA / Canada / UK / Australia / NZ	2 times
any other mix	please ask

### Notes:

We have our own OpenX server. You will be given a login so that you may monitor the stats.

The statistics given above are for eXBii.com. PicsCrazy.com stats are almost similar, except for the pageviews, which are about a third of eXBii.com. Within eXBii.com, SFW pages get more than 20% and NSFW pages get somewhat less than 80% of the total pageviews.

We can control the impressions. You may specify the 'maximum number of times a campaign is shown to a single member every x hours'. You may also specify the 'maximum impressions for the whole campaign per day'.

You may provide more than one creative for a campaign. We will rotate them equally or as per your specified weights.

Your ads will be rotated with ads from other advertisers. If you wish to have preferential display ("the first 'n' ads shown to every visitor should be mine") then please increase the rates by 1.5 times. Please ask for availability.

You may also contact blacklabelads.com if you wish to show adult interstitials on either site.

You may also contact adengage.com if you wish to show text ads on either site.

Non-adult pages may only show non-adult ads. Adult pages may show explicit ads. We reserve the right to refuse any creative without assigning a reason.

All payments must be made in advance.

CPM means cost per 1000 impressions. This means we charge you everytime an ad is shown. The CTR (click through rate) may vary. If your ad is attractive and appeals to our visitors, you will get good ROI (return on investment). Low ROI probably means that either you need to spruce up the ad or your product does not appeal to our visitors.

We do not offer per click or per action or per signup or per sale rates.

Minimum campaign value is USD 100.

Please do not ask for discounts unless you plan to spend at least USD 1000 per month.

For any questions, clarifications, etc. please contact [gf@exbii.com](mailto:gf@exbii.com).

### Global advertising rates for eXBii network:

Website	adult?	ad size	location	Rate (US\$ CPM)	max frequency
PicsCrazy.com	yes	728x90	top, below banner, above pic	0.03	no limit
PicsCrazy.com	yes	160x600	left side of all pages, also right side of home page	0.03	no limit
PicsCrazy.com	yes	messenger	bottom right	0.30	7 impressions per user per 24 hours
PicsCrazy.com	yes	Layer / interstitial	Variable / full screen	2.00	1 impression per user per 6 hours
eXBii.com	yes	728x90	top, below menu, above content	0.04	no limit
eXBii.com	yes	728x90	after first post on discussion pages	0.03	no limit
exBii.com	yes	messenger	bottom right	0.40	7 impressions per user per 24 hours
exBii.com	yes	Layer / interstitial	Variable / full screen	2.50	1 impression per user per 6 hours
eXBii.com	no	728x90	top, below menu, above content	0.05	no limit
exBii.com	no	728x90	after first post on discussion pages	0.04	no limit
exBii.com	no	messenger	bottom right	0.30	7 impressions per user per 24 hours
exBii.com	no	Layer / interstitial	Variable / full screen	1.80	1 impression per user per 6 hours