



**MEDIA KIT**

EFFECTIVE JANUARY 2008

## BEAUTIFUL. PHOTOCASE.



PHOTOS: PHOTOCASE.COM / USER: KELLERBRANDT\_111

Photocase is a modern photography platform, built and cared for by its passionate Community. With more than 600,000 visitors and 12.3 million page impressions per month, Photocase is quickly becoming one of the most popular photography portals

Over 300,000—mostly German-speaking—users count Photocase as an inspiration and many visit the site daily to take advantage of the extensive catalog and low price point.

Whether our visitors come looking for something specific or just to browse, they find beautiful, absurd, provocative, unique high quality images created by—and sometimes of—their fellow photo-addicted community members.

Although our users come to Photocase for the pictures, they stay for the people. Many of our users spend their online time offering praise and constructive criticism to other photographers, making comments to other users and giving advice and tips to anyone who asks. The common denominator at Photocase is a passion for photography. Every time a photo is accepted into the catalog, Photographers earn Download Credits that can be used to download more photos.

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### Monthly Traffic

600,000 Visits  
12.3 million page views  
Ø 20 page views per User

## I NEED PHOTOCASE

A social network coupled with a high-quality, user-generated image catalog makes for a powerful team. With about 11,000 unique logins per day, the community members make up 55% of the visitors to Photocase. A typical user clicks-through 23 pages, giving each page an average of 30 seconds of their full attention. Typically, over half of our users spend between 3 and 30 minutes every day under Photocase's spell. This kind of intensive internet use is rare.

Although Photocase sets a priority on unique, contemporary photos, by no means does this unusual collection attract an eclectic audience averse to technology. Over 70% of our users have a broadband connection, and 98% of our users have the latest version of Flash installed on their machine. 83% of our users come directly to [www.photocase.com](http://www.photocase.com) for their daily dose of images and networking. No detours, no delays.

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### Visitor Breakdown

- 20,000 Visitors per day
- 67% unique Visitors (13,400 per day)
- 55% unique logins
- 4500 new registrations per month
- 83% access the site directly

PHOTOS: PHOTOCASE.COM / USER: NITRABBA



## SHOOT, UPLOAD, EARN



PHOTOS: PHOTOCASE.COM / USER: NICNAME9

Photocase wants one thing: True to life photography - contemporary, unconventional, intoxicating. Photocase users have embraced the belief that the banal can be celebrated, and that the everyday can always be viewed poetically. So far, more than 12,000 inspired photographers have contributed more than 100,000 photos.

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### The Tally

100,000 Photographs

12,000 Photographers

300,000 Users

4500 New registrations per month

The Photocase catalog is an ambitious collection of photography, frequented not only by private collectors looking for high-quality images to spruce up their home or office, but also by ad agencies and media companies that have realized the creative potential of our catalog. These customers, those who rely on images to sell, market or create, regularly visit us to draw inspiration from the fresh images uploaded to our site daily.

These and other customers can get all the Download credits they need in the Photocase Shop. If they find exactly what their heart desires, they can exchange one Download Credit and instantly download the image.

## BROWSE, DOWNLOAD, EXCHANGE

PHOTOS: PHOTOCASE.COM / USER: HUI-BUH



## DIVE IN - CRITIQUE - DEBATE

Photocase is not a place for people looking to find mass-produced, homogenous photos. The Photocase attitude towards photos and life comes from its community of creative people with an endless supply of different ideas and opinions who express themselves and their ideas and individuality in the forum, in photo evaluations and in comments, messages, search inquiries, in articles and short stories, in Contests and through user profiles.

Individuality is our motto, and the Public Lightbox is a perfect example of users putting that ideal into practice. These photo collections allow users to create a collection of images on a topic. In essence, Public Lightboxes allow the user to make a collection of images that together gain a new meaning beyond their individual parts. To the user that collected them, it becomes an individual expression of what the group of images mean to the user, because many users already know the individual photos like the back of their hand.

PHOTOS: PHOTOCASE.COM / USER: GEROLD\_LUDER





PHOTOS: PHOTOCASE.COM / USER: MARTINSOMBRERO

### “KEITH” THE HIPSTER

“Keith” lives on the bleeding edge ... A photographer who shoots from the hip, taking “abstract” or “experimental” film photos. Even though he’s not always sure what will happen when he releases the shutter, he never misses a chance because he never goes anywhere without his camera. His skill at capturing a feeling has developed to the point where almost every image he takes immediately dazzles the viewer. The Community love his photos because they depict a sensitive image of a fleeting moment, a feeling; and because his images are so popular, downloads of his pictures are plentiful, and he’s making a little bit of money

on the side. Keith isn’t into long term investments though. If an agency were to acquire exclusive rights to his photo Keith would use the money to buy the latest tripod with super smooth bearings because Keith lives for the moment. Keith starts his Saturday morning while sipping a latte and flipping through his favorite photography magazines. Then he jumps into his old Ford Escort and spends the afternoon adding to his already stylish wardrobe. In the evening, Keith throws on one of his new shirts, grabs a beer with a friend and together they head to the park for the outdoor screening of *Eraserhead*.

## THE USUAL SUSPECTS



PHOTOS: PHOTOCASE.COM / USER: KAMIRIKA

### “MIKE” THE INSATIABLE PROSUMER

Working as a commercial artist for an advertising agency, Mike is always on the lookout for the perfect photo to use in his next creative project. Even when he's putting together proposals and mockups, the images he uses have to be meaningful and easy to acquire. Mike starts every job by clicking on his Photocase bookmark, because he knows that he won't have to dig through hundreds of photos of models with plastic-smiles or endless cheesy vacation snapshots. Because Mike's agency has a Photocase subscription, Mike can get stylish high-res photos, and not have to worry about breaking the bank.

He also knows that because half of the cost of each download goes to the photographer, every time he downloads a photo from Photocase he's encouraging and inspiring photographers to keep taking pictures. Not only that, the unique, high-quality images and inexpensive and simplified licensing is a convenient alternative to other more expensive photo sites. Don't tell his boss, but Mike has saved a small private collection of his favorite photos in his personal lightbox and hopes to use them in personal projects just as soon as he gets some free time.



PHOTOS: PHOTOCASE.COM / USER: BLOWBALL

### „THE PRINCESS“ – NEVER WITHOUT HER CANON POWERSHOT

Never without her Canon Powershot. A newcomer to both photography and Photocase, "The Princess" has recently outed herself as a newbie in the Photocase forum but is desperate to gain some experience. She is impressed by the photos that the Community has contributed, but she is especially intrigued by the amount of technical discussion in the forum... and she's desperate to add her two cents. Some members have already given "The Princess" some useful advice and tips in the photography forum, but now she wants to let loose. When she first became

part of the Community "The Princess" was ecstatic and uploaded every photo she took on her recent vacation to Cancun. To her dismay they were all rejected. Not content with the reasons for rejection that she received in the email automatically sent to her by Photocase, she uploaded her rejected photos to the "My Rejected Photos" forum to see what other users think. With their opinions and advice bouncing around her head, "The Princess" now has ideas on how to improve her next photo session. "Who needs photography courses when you've got Photocase? Not "The Princess".



PHOTOS: PHOTOCASE.COM / USER: MUFFINMAKER

The Photocase community is very particular. Between their strong opinions on aesthetics and their belief in the importance of photography, their passion defines how you should tailor your communications with them.

Because of this, onsite communication should be geared towards establishing contact with the users but by authentically taking into account specific interests important to the Community.

Marketing is handled exclusively by the Exozet Group.

We look forward to hearing from you: [media@exozet.com](mailto:media@exozet.com)

## TÊTE-À-TÊTE

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## AUF DEN PUNKT GEBRACHT



PHOTOS: PHOTOCASE.COM / USER: LA DINA

AD FORMAT	SIZE	PLACEMENT	PRICE
BANNER		ROTATION	
Skyscraper high	160x600	Photo Detail Community	30€ TKP
Photocase Skyscraper	160x230	My Photocase Public Lightbox Login	20€ TKP
Photocase Home Skyscraper	160x230	Homepage	40€ TKP
ADSPECIALS			
photo labeled as ad.	164x109	Photo Detail Search Results	By request
REDAKTIONELLER CONTENT			
Article with text link +Header image 2 Content images per gallery	max. 1,000 chars, (996x153), (250x173)	max. 1.000 chars, (996x153), (250x173)	Monthly flat-rate 5,000€
teaser-links (image and text)	250x100	Homepage	25€ TKP
SPONSORING			
Contests	546x130	contest proposal with logo- and text links in the Contest details (Magazine), Photo/text teaser in Maga- zine Contents	Special Arrangement (i.e. Prize Sponsoring)
Photo Sponsoring button		Photo Detail Page (Beside the respec- tive photo)	Monthly flat rate 1,500€v

\* No more than 1 photo per overview page. The image must pass inspection by Photocase Administration to ensure a good match with the overall aesthetic.

**PAY LESS, GET MORE.**

## AGENCY COMMISSION

For all bookings made through an advertising or a media agency, there is a 15% commission payable to exozet on the net amount of the invoice, providing the booking is more than 2,000€.

## DISCOUNTS

Volume discounts are available based on the following rates and must be placed on an annual basis:

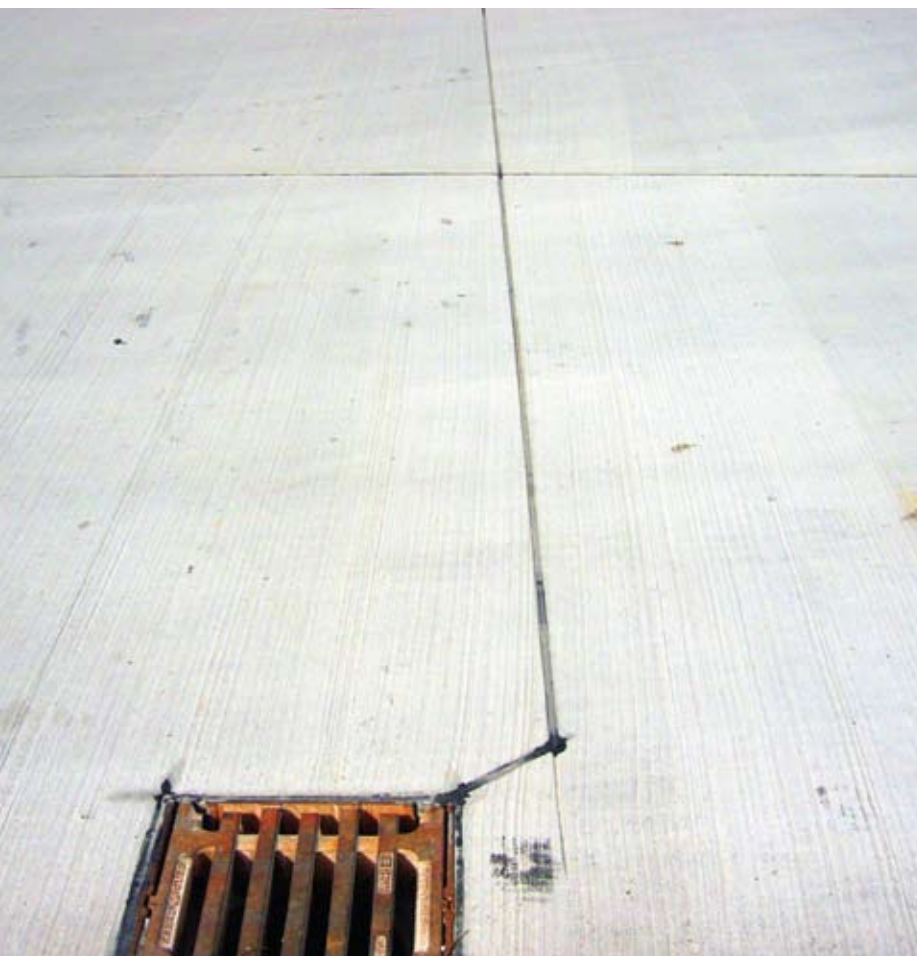
From 25.000 €	5%
From 50.000 €	10%
From 100.000 €	15%
From 250.000 €	20%
From 500.000 €	25%

Amounts owing are determined by the net invoice total.

PHOTOS: PHOTOCASE.COM / USER: ZETTBERLIN



**PAY NOTHING, GET THE SAME.**



PHOTOS: PHOTOCASE.COM / USER: ZETTBERLIN

## CANCELLATION POLICY

If for some reason you must cancel a booked campaign, there is no penalty if it is cancelled 4 weeks prior to the beginning of the campaign. Any cancellations made closer to the date will entail a cancellation fee at a value of 30% of the cost of the campaign. If you cancel a campaign after it is scheduled to begin, then the penalty is 100% for the advertisement as well as 50% of the remaining order value already switched.

Cancellation penalties are necessary to cover costs incurred in preparing for a campaign. This includes all coding, writing (technical or otherwise, especially for Streamings), either in development or created for the customer up to the time of cancellation.

## TERMS OF PAYMENT

This price list is valid from the date shown on the cover.

Invoices will be issued by exozet and are due 14 days after receipt. First time bookings are subject to a 50% pre-payment, payable at the time of booking.

In the event of a delay or deferment of any amounts owed, we will be forced to charge for any and all applicable costs incurred as a result.

## CONTACT

### **Photocase**

[www.photocase.com](http://www.photocase.com)

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