



What is Findacadabra?

Findacadabra is the world's largest map of magic.

On **Findacadabra** everybody can:

- navigate the map and find Clubs, Shops, Theatres, Libraries, Graves, Museums and many other magic places around the world;
- get address and GPS coordinates of any magic place;
- login (the registration is free) and add new places to the map, write comments and upload photos.

ADVERTISING ON FINDACADABRA

Why advertising on Findacadabra?

Findacadabra was officially launched on April 14, 2011 and has rapidly become the reference website for professional and amateur magicians, magic historians and travelling magic fans.

Findacadabra can now boast the following statistics (updated to June 1, 2017):

- 960 points of interest (POIs) on the map
- visitors from about 100 Countries all over the world
- 59,000 pageviews
- average 3 pages/visit
- average 2:00 minutes visit duration
- average 60% bounce rate

Findacadabra gives you the opportunity to increase your visibility on web's largest database of places related to magic and get in touch with potential clients from all over the world.

Do you think it would be worth it to advertise with us?
Check our rates and solutions and start advertising!
(Payments can be made through PayPal).

Let people find *you* on **Findacadabra**.



ADVERTISING RATES AND SOLUTIONS

We offer two options for advertising on Findacadabra: **Generic Banners** and **Personal Advertisement Box**.

Generic Banners

(Homepage and detail pages)

Generic Banners are positioned on the right side of **Findacadabra** homepage and **Findacadabra** detail pages.

Banners can be either non-animated or animated and must meet the following requirements:

- . file format: jpg, jpeg, gif, png, swf
- . resolution: 70 dpi
- . file size: 50 KB or smaller
- . maximum animation length: 30 seconds

Payments can be made through PayPal.

Start advertising in 3 easy steps:

<http://www.findacadabra.com/index.php?fn=adv&f=start>

RATES			
Dimension	1 Month	3 Months	6 Months
60 x 120 px	20 €	50 €	90 €
90 x 120 px	30 €	80 €	150 €
240 x 120 px	80 €	200 €	300 €
600 x 120 px	200 €	500 €	750 €

If you have any questions please feel free to contact us: adv@findacadabra.com

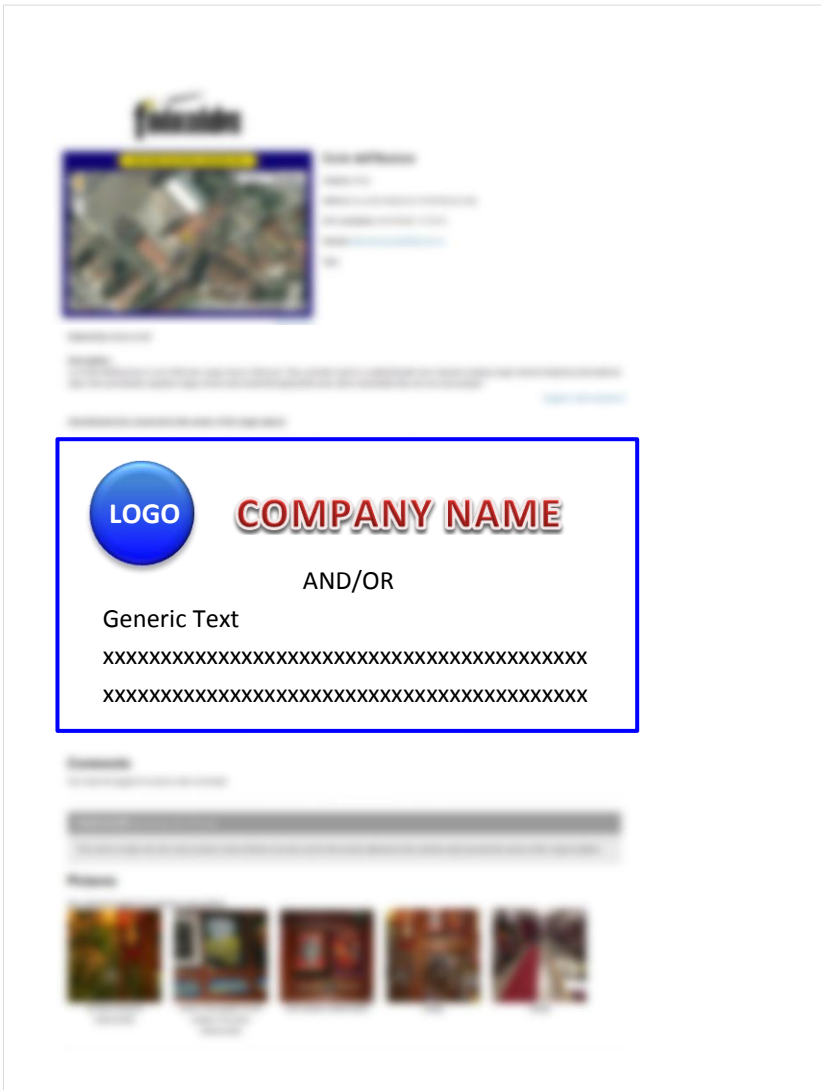
Personal Advertisement Box

(Reserved to the owner of the magic place)

Findacadabra supports all physical places related to magic located anywhere in the world, such as magic clubs, museums, theatres, libraries and “brick and mortar” magic shops. For this reason we decided to reserve a special advertisement space dedicated to these activities.

A **Personal Advertisement Box** is positioned in each detail page, below the description of the place, and is exclusively reserved to the owner of the magic place for communicating with potential customers, inform about sales promotions and provide up-to-date information.

Two options of are available: **STATIC** and **DYNAMIC**.



STATIC

The advertisement can be either a text or a banner. It cannot be changed during the chosen period.

RATES	
1 Month	€ 10,00
6 Months	€ 30,00
1 Year	€ 50,00

DYNAMIC

The advertisement can be either a text or a banner. It can be changed during the chosen period for the indicated number of times.

RATES	
1 Month (up to 2 different ads)	€ 20,00
6 Months (up to 6 different ads)	€ 50,00
1 Year (up to 12 different ads)	€ 100,00
+ Additional changes (each)	€ 10,00

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