

DONTPLAYPLAY.COM
JUST SCORE CAN ALREADY

2022 RATE CARD



Don't Play Play – Just score can already! Your one-stop-shop for all things football and gaming, with an entertaining twist. And a whole lot of babes too!

Target Audience

The Don't Play Play reader is obsessed with all things related to football and gaming with a localised and comedic twist.

Don't Play Play followers are predominantly men who are at least 18 years of age and this extends to 60+ years because such passions never die. They would have mid to high disposable income, which will translate to purchases like football merchandise and gaming paraphernalia.

- Both Male and Female – 80% male and 20% female
- Mass age group – 18 to late 60s
- Main core age group – 20s to 40s
- Annual income group – 36K to 120K

PUBLICATION DETAILS

EDITORIAL: FOOTBALL

5 TALKING POINTS
FEATURES
FOOTBALL BOOT REVIEWS
INTERVIEWS



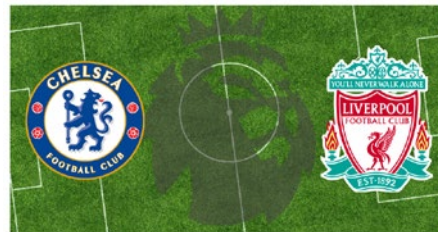
The Football section on Don't Play Play consists of content targeted at Singaporean fans. This will include news about the top football competitions like the English Premier League and features that are specially catered for the Singaporean psyche. There will be special interview segments, fan club discussions, merchandise reviews, live screenings and articles on the best babes of football.

News & Results for the top football competitions:

- English Premier League
- Bundesliga
- La Liga
- Ligue 1
- Serie A

English Premier League | Chelsea vs Liverpool: 5 Talking Points Before Kick Off

By Don't Play Play | January 1, 2022



Jürgen Klopp: 'We know we have to prepare for a long season'

PUMA Launch New 'Eclipse Pack'

By Don't Play Play | August 12, 2021



The Eclipse happens twice a year, with the German brand wrapping their roster in black to ensure that options are present for those that prefer a lowkey approach to their footwear. And for the latest 'Eclipse Pack', it's the Future Z 1.2 lining up alongside the new Ultra 1.3, which suits up in darkness for the first time.

Interview: Miloš Pantović Talks About His Long-Range Goals Specialty and More

By Don't Play Play | December 12, 2021



Former FC Bayern München and current VfL Bochum striker Miloš Pantović has an eye for the spectacular with his long-range winners. In this week's interview, the 25-year-old talks about his long-range goals specialty, his instincts and the derby with Dortmund.

EDITORIAL: FOOTBALL

NEWS
STANDINGS
TALKING COCK SESSIONS



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English Premier League | Post Match Summary: Arsenal 1-2 Manchester City

By Don't Play Play - January 2, 2022



Football League Standings

Champions League

Group A	Played	Won	Drawn	Lost	For	Against	Goal Difference	Points
Man City	6	4	0	2	19	12	7	12
Paris	6	3	2	1	13	6	7	11
Leipzig	6	2	1	3	15	14	1	7
Club Brugge	6	1	1	4	8	25	-17	4

Group B	Played	Won	Drawn	Lost	For	Against	Goal Difference	Points
Liverpool	6	4	0	2	17	8	9	12
Atletico	6	3	1	2	7	8	-1	7
Inter	6	1	2	3	4	11	-7	5
Malta	6	1	1	4	6	9	-3	4

Talking Cock Session: Newcastle Eye Hot Striker, Arsenal Asked to be Smarter and more

By Don't Play Play - January 2, 2022



In our weekly talk cock sessions, we look at the latest transfer news, gossip, and highlights that have football fans all over the world buzzing with excitement.

Newcastle United asked to pay £50m+ for striker



The Gaming section on Don't Play Play consists of content targeted at Singaporean fans. This includes news and features on the most popular games in Singapore.

The range of games we cover will include all platforms - PC, consoles, mobile, and even tabletop. There will also be developer interviews and useful guides for people who seek to level up their play.

New DualSense Wireless Controller Colours and PS5 Console Covers

By Don't Play Play - December 16, 2021



PlayStation has revealed the newest colours to join the PS5 family of colour accessory offerings: Nova Pink, Starlight Blue, and Galactic Purple.

Adding to the previously released Cosmic Red and Midnight Black DualSense wireless controller colours, the latest galaxy-inspired colors will launch globally starting from 14 January, 2022 in Singapore for S\$107.

Playing 'It Takes Two' with Gemini One Wired Gaming Mouse

By Don't Play Play - July 25, 2021



Today, I am so excited to review the Supersolid Gemini One Wired Gaming Mouse. A wired mouse is one of the most essential items in my gaming desktop set-up, and I recently realised the importance of having one. That is, especially when I am playing games!

To me, the best mouse would be one that is highly responsive and customisable. Recently, one of my favourite games to play with my friends is called 'It Takes Two'. During this Phase 2 HA, I have been playing it more than ever to interact with my friends.

Tips & Tricks Presented by KIOXIA: More Ghost of Tsushima Advanced Tactics (Part 3 Finale)

By Don't Play Play - December 25, 2021



Players looking into Ghost of Tsushima carefully might realise that some insights from other games might work with mastering its gameplay. And while games don't come from the same team, some principles seem to remain the same. Players who have played Dark Souls might want to consider using these tips to master Ghost of Tsushima.

EDITORIAL: LIFESTYLE

BEER AND LIQUOR
WATCHES
CARS



The Lifestyle section on Don't Play Play covers the latest news and reviews of men's consumer products.

Beer, whisky, wine, and other liquors are featured with taste guides in our Beer and Liquor segment. Limited and exclusive timepieces get the spotlight in our Watch features, while the sleekest and fastest cars zoom into our Cars section.

BMW Reveals the All-new 2 Series Active Tourer

By Don't Play Play - October 28, 2021



BMW unveils the new second generation 2 Series Active Tourer, a sporty all-rounder for the premium compact segment that exudes visual dynamism and imposing presence through BMW's clear design language. Its fundamentally redesigned interior combines a variety of usage possibilities with modern geometry and a BMW Curved Display in the style of the BMW iX. Added to which, the new 2 Series Active Tourer leads the way when it comes to powertrain, driver assistance, control/operation and connectivity innovations.



Audi Sport Started Testing the New Audi RS Q e-tron

By Don't Play Play - September 2021



Just under a year after the initial concept idea, Audi Sport has started testing the new Audi RS Q e-tron, with which Audi will take on one of the greatest challenges there is in international racing in January 2022: the Dakar Rally.

TAG Heuer and Senna Launch New SENNA Special Edition

By Don't Play Play - November 11, 2021



With its new TAG Heuer Formula 1 Senna Special Edition timepiece, TAG Heuer evokes the memory of one of the most mythical racers in the history of F1, and celebrates once again the partnership with the Senna brand.

Purnell Watch is the Official Partner of Ballon d'Or

By Don't Play Play - October 29, 2021



Watchmaker Purnell sees the Ballon d'Or event as a prestigious venue that suits its watch products. This makes Purnell the official partner for the 2021 Ballon d'Or and will continue for the next three years.

The Ballon d'Or event, which will take place on November 29, 2021, in Paris, makes Purnell prepare a unique model designed for the award event. Purnell will make a particular watch for the winner of the Ballon d'Or.

Umiki Whisky Wins Multiple Awards

By Don't Play Play - August 11, 2020



At the World Whisky Master 2020 competition, Umiki Whisky was awarded with the "GOLD" medal within overall entrants.

At the same time, the liquor was awarded with the "TASTE GOLD" medal and "INNOVATION AWARD" at the SIP Awards 2020 competition.





ADVERTISING RATES

DIGITAL

STANDARD FORMAT DISPLAY

960 x 250 IMU - (Masthead)

728 x 90 IMU - (Leaderboard)

300 x 600 IMU - (Double MPU)

300 x 250 - (MPU)

SITE SECTION

ROS (add 15% for specific pages / sections)

ROS (add 15% for specific pages / sections)

ROS (add 15% for specific pages / sections)

ROS (add 15% for specific pages / sections)

PRICING

HALF MONTH

\$2,000

ONE MONTH

\$3,000

SPECIAL FORMATS

Page Takeover (Skin, MPU and Leader) Homepage (other site sections available) price on request

Agency commission: 15% of gross amount billed payable to advertising agency

AD SPECS



DIGITAL VIDEO SPECIFICATIONS

Video Format: MP4

Audio Codec: AAC-LC

- Channels: Stereo or Stereo + 5.1
- Sample rate 96khz or 48khz

Video codec: H.264

- Progressive scan (no interlacing)
- High Profile
- 2 consecutive B frames
- Closed GOP. GOP of half the frame rate.
- CABAC
- Variable bitrate. No bitrate limit required, though we offer recommended bit rates below for reference
- Chroma subsampling: 4:2:0

Frame rate

- Common frame rates include: 24, 25, 30, 48, 50, 60 frames per second (other frame rates are also acceptable).

Bitrate

Recommended video bitrates for uploads

Type: Video bitrate, standard frame rate
(24, 25, 30)

1080p 8 Mbps

Type: Video bitrate, standard frame rate
(48, 50, 60)

1080p 12 Mbps

Recommended audio bitrates for uploads

Type: Audio Bitrate

Mono 128 kbps

Stereo 384 kbps

5.1 512 kbps

Resolution and aspect ratio

- 16:9 aspect ratio
- 1080p: 1920x1080



LEADERBOARD

Normal size: 728 x 90px

Expanded size: 728 x 350px

Max file size: 39k

MPU

Size: 300 x 250px

Expanded size: 600 x 300px

Max file size: 39k

DOUBLE MPU / HALF PAGE AD

Size: 300 x 600px

Max file size: 39k

MASTHEAD

Normal size: 960 x 250px

Max file size: 39k

CREATIVES CAN BE SENT IN THE FOLLOWING FORMATS:

gif or Jpeg // flash // 3rd party tags

TIMELINE

Standard campaigns:

2 days' notice

Complex campaigns:

5 days' notice

New creatives test:

7 days' notice

PLEASE NOTE

Automatic expansion is not permitted; creatives can be hosted by Kingsman Media or by a third party such as: doubleclick, mediamind, flashtalking, mediaplex and others; Kingsman Media's AD Server is DFP - Inred tags are preferred; Flash (swf) files must be supplied with a click tag and a back up gif; Video/Audio must be user initiated; Z-index should not be more than 9,000

AD SPECS

CONTACT INFORMATION



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