

X17

online.com

ABOUT **X17**

A leader in entertainment news since 2006, X17online.com provides the freshest photos and videos of the hottest celebrities in addition to being a leader in breaking news. X17online features X17 photo agency's best content in an engaging format that encourages readers to interact by commenting on stories, galleries and video clips of their favorite stars. We post an average of 40 stories a day , 1000 new photos and new videos every 24-hours! X17online presents only safe-for-work content in a professional format with a fun and positive tone. The site benefits from our close relationships with the stars -- a priceless advantage when it comes to scooping our competitors!

X17online is the hub for a network of web sites including X17video.com where our entire archive of celebrity video is available in a viral player (for embedding, free of charge, on any web site); CelebrityStreetStyle.com, where the sidewalk is the only catwalk that counts; and SellYourScoop.com where YOU can become a photographer for X17 and make money for your photos and for your tips!

FEATURES

UP-TO-THE MINUTE REPORTS

- An average of 40 posts every day
 - An average of 1000 new photos posted daily
 - An average of 10 new videos posted each day
 - More weekend updates than any of our competitors (an average of 25/day)
 - Exclusive stories from our street team of 50 photographers reporting back to our writers in real-time
-

EXTENSIVE VIRAL VIDEO ARCHIVES

- X17 is the only major producer of celebrity video content that hosts and makes viral its entire video archive and new daily production
 - All our clips are available for embedding on any site, free of charge
-

MOBILE PRESENCE

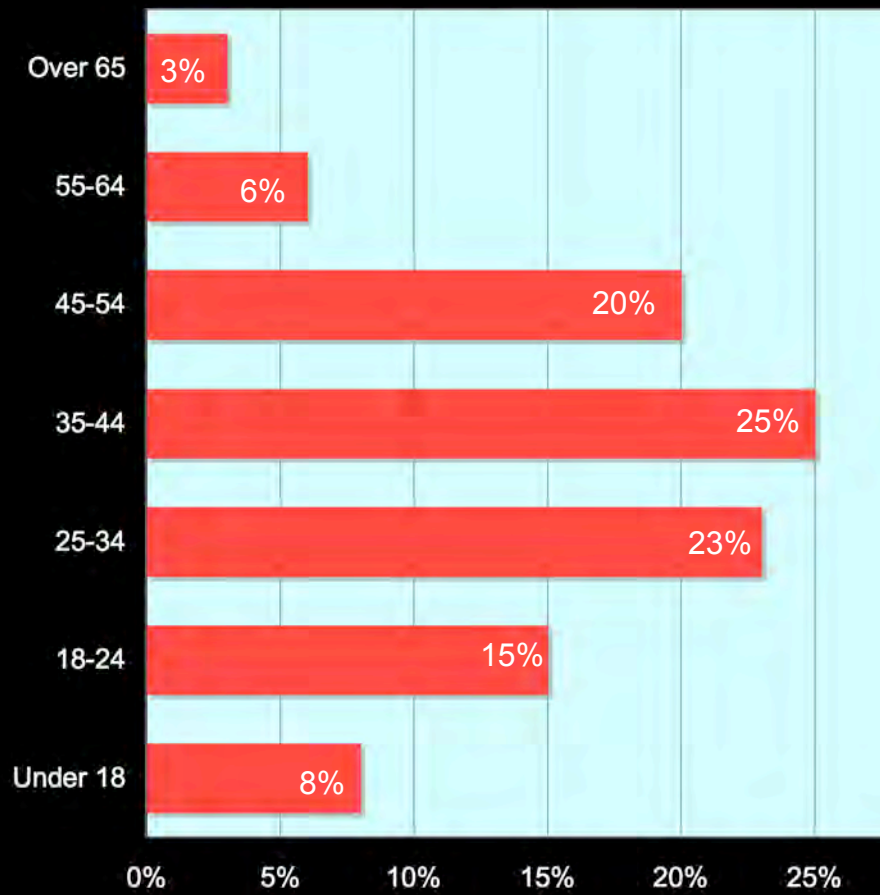
- A WAP (mobile) site and two new mobile applications present X17 material in a new way

DEMOGRAPHICS

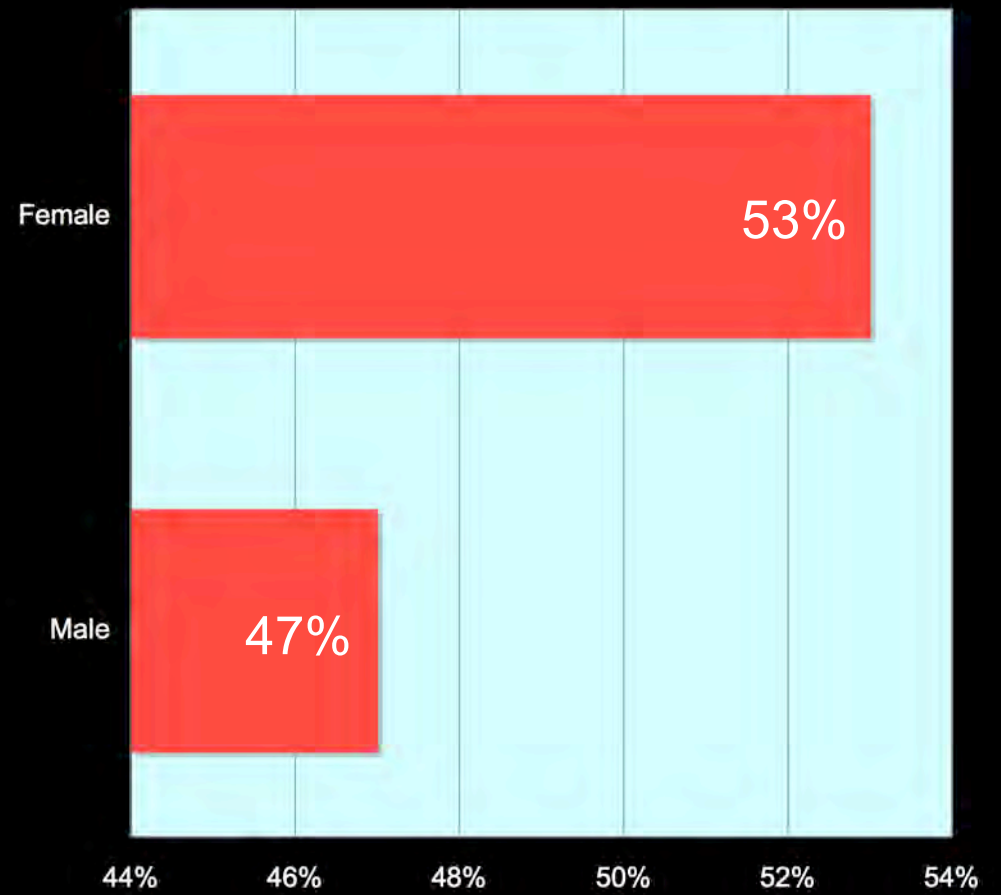
6.6 million	visits per month
2.5 million	absolute unique visitors per month
25 million	page views per month
3.8	average number of pages viewed per user
3:31	average time spent on site per user

DEMOGRAPHICS

AGE

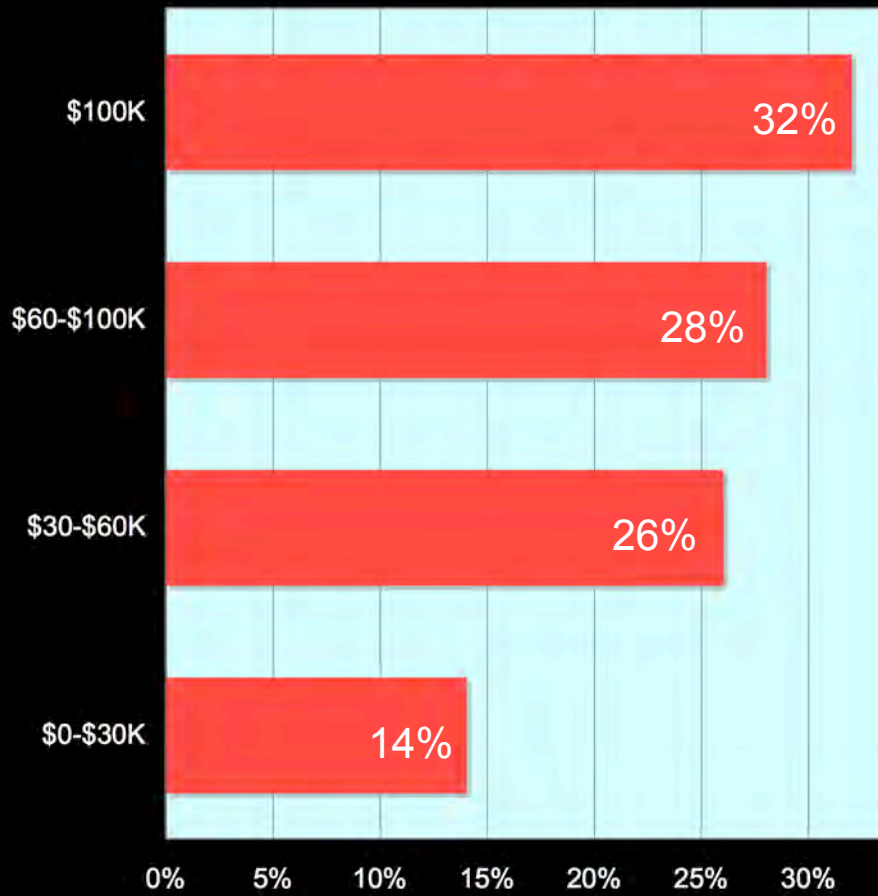


GENDER

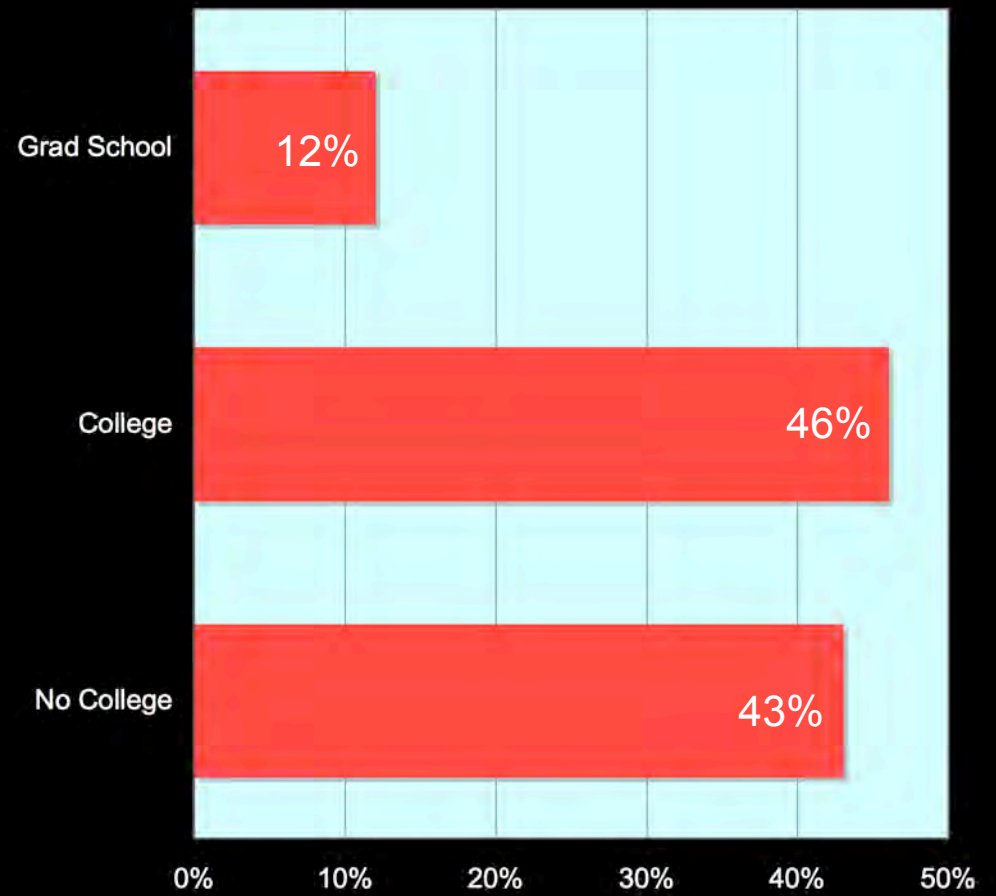


DEMOGRAPHICS

INCOME

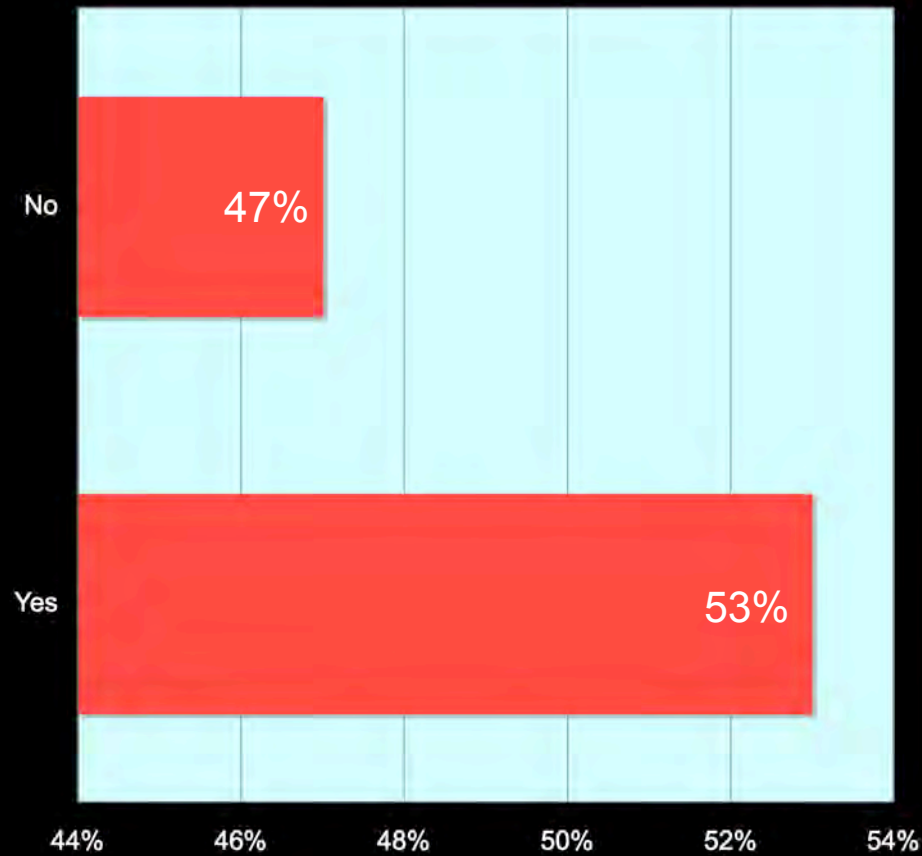


EDUCATION

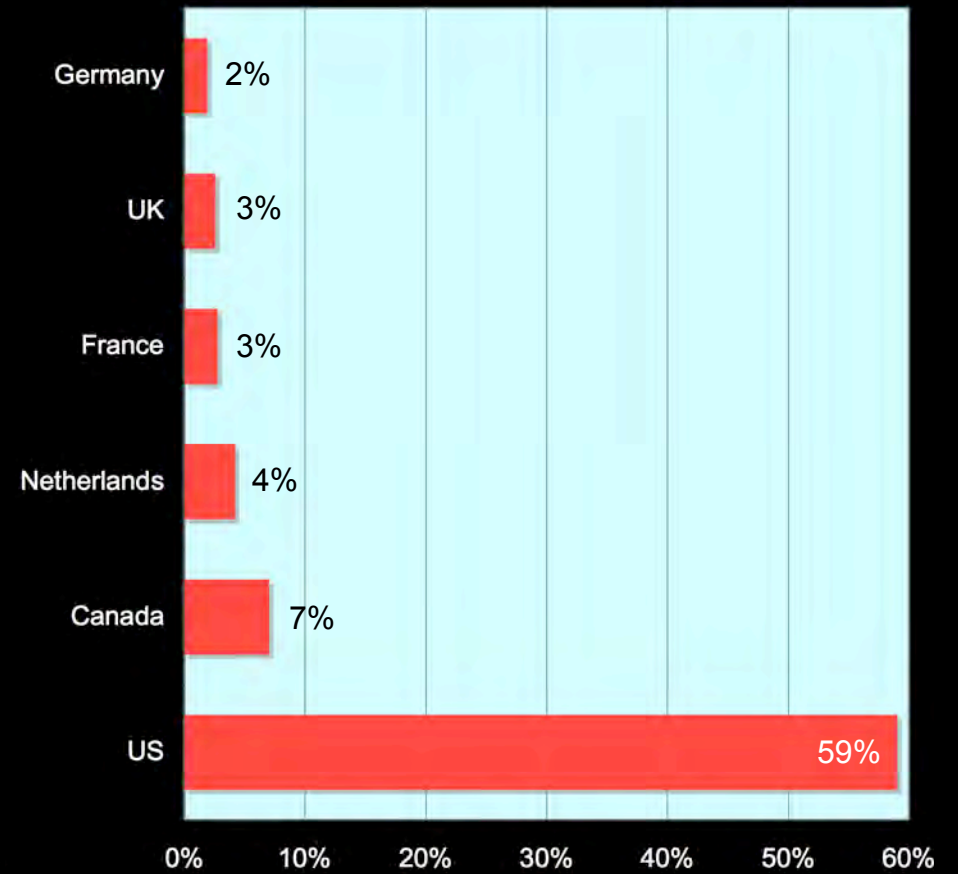


DEMOGRAPHICS

CHILDREN



FOREIGN TRAFFIC



WHERE WE'RE SEEN

The commitment of X17's team of photographers, videographers and reporters is to be first for breaking news, 24/7, and to bring the best content to our readers as quickly as possible. Major media outlets look to X17online for insider details and for the story behind the story. Our reporters have made appearances on CNN, Entertainment Tonight, Access Hollywood, and Extra, to name a few; and have appeared in print in the New York Times, Los Angeles Times, Rolling Stone, the Atlantic, Blender and more; and online on TheDailyBeast.com, CNN.com, MSNBC.com and on many other sites.



Rolling Stone

The New York Times



msnbc.com

BUZZ

“The biggest agency in the Hollywood paparazzi business.” - [The Atlantic](#)

“X17 began modestly but has grown into a media powerhouse and one of the top paparazzi agencies in Los Angeles.” - [Ask Men](#)

“X17 has upset the status quo in a number of ways.” - [L.A. Times](#)

ADVERTISING OPPORTUNITIES

ADVERTISE WITH X17

X17online reaches the audience you need to reach - educated readers with spending power who are household decision-makers and taste-makers in their communities. And X17 isn't like some *gossip* sites - we don't gossip; we present entertainment news, only safe-for-work content in a professional manner with a fun and positive tone. We're fans of the stars and our positive reporting resonates with readers. Place your ad on X17online and see results!

SPENDING POWER

1 out of 3 users have an income of \$100K +

EDUCATED ADULTS

3 out of 5 users have a college degree or higher

YOUNG DEMOGRAPHICS

46% of users are under 35 years of age

AVAILABLE AD SIZES

- **Standard Leaderboard** (Top of page) - 728x90
- **Standard Medium Rectangle** (Right-hand rail) - 250x300
- **Standard Skyscraper** (Left-hand rail) - 600x160
- **Reskin** (Homepage gutters)
- **Roadblock** Reskin and top three ad spots
- **Sponsored photo gallery** With homepage button
- **Sponsored post** Your logo at the top of a post of your choice
- **Advertorial** Have us blog about your product
- **Paid Links** Have your product highlighted in our post when you see a celeb wearing your brand's shoes or shirt — we'll mention the label in our story and link to you
- **Custom Creative** You dream it, we'll do it!

Continue to see ad mock-ups ...

RESKIN

KOURTNEY & KHLÔE TAKE MIAMI
Premieres Sunday @ 10-9

X17 come to THE SOURCE...
Log In Register

Search X17 ENTIRE SITE PHOTOS VIDEO NEWS

HOME PHOTOS VIDEOS NEWS ARCHIVE MOBILE POLLS TV XTRAS ABOUT US

Page 2 Page 3 Page 4 Page 5 Page 6 Page 7 Page 8 Page 9

TOP STORIES PHOTOS VIDEOS

PIX OF THE DAY See more!

Latoya Jackson: "More Than Just Dr. Murray Murdered My Brother!"
First line of text will go here. First line of text...

Johnny Depp's Ladylove And Daughter At Forever 21!
First line of text will go here. First line of text...

Johnny Knoxville Is Looking OLD
First line of text will go here. First line of text...

Ryan Picks Up Deacon From School, Carries His Backpack
First line of text will go here. First line of text...

Lindsay Slams It In Venice, Parties With Her New BFF
First line of text will go here. First line of text...

Beyonce Knowles shook her booty onstage in Rio de Janeiro, Brazil last night
By De Jarama on February 20, 2010

LATEST VIDEOS

Lilo Calls The Cops On SamRita

Orlando Bloom Splashes In The Waves On Shoot

Pamela Anderson Gets Into A Car Accident

Tila Tequila Responds To The News That Casey's Death Was Result Of Natural Causes

La Toya Jackson Swarmed By Paparazzi And Questioned About Dr. Murray

Lilo Calls The Cops On SamRita

Zac And Vanessa To Wed, Says Source
Posted on Fri Sep 4 2009 11:27 AM PDT

Spring for a Lexus
Find a Dealer
Attractive Lease Offers Now Thru 3/31

SEASON PREMIERE SUNDAY @10/9c

SEASON PREMIERE SUNDAY @10/9c

This high-impact background reskin draws user interest and increases brand awareness.

ADVERTORIAL

The screenshot shows the X17 website homepage. At the top, there is a red navigation bar with the X17 logo and the tagline "come to THE SOURCE...". To the right of the logo are links for "Log In" and "Register", and social media icons for RSS, Twitter, and Facebook. Below the navigation bar is a search bar with the text "Search X17" and a magnifying glass icon. To the right of the search bar are buttons for "ENTIRE SITE", "PHOTOS", "VIDEO", and "NEWS". Below the search bar is a secondary navigation bar with buttons for "HOME", "PHOTOS", "VIDEOS", "NEWS", "ARCHIVE", "MOBILE", "POLLS", "TV", "XTRAS", and "ABOUT US". Below this is a page indicator showing "Page 2" through "Page 9".

The main content area features a "LATEST VIDEOS" sidebar on the left with several video thumbnails and titles. The central focus is a featured article titled "Project Runway Finale - Who Will Win?" with a sub-headline "Posted on Fri Sep 4 2009 11:27 AM PDT". The article includes a large photo of three women on a runway. Below the photo is a paragraph of text: "What I want to know is, who will be the Project Runway Season 6 winner? Between Carol, Irena, and Althea I might be leaning towards Althea with her unique design aesthetic that combines tailoring and draping – she has some serious chops! But I guess it could be any of the three that make their way through the final challenge. It's really Heidi and the judges that will determine who comes out on top!" Below the text is a red-bordered box containing the text: "Project Runway is wrapping up and the explosive season finale is finally here! I can't wait! Make sure you tune in to Lifetime tonight at 10p/9c to see who will be the lucky designer!".

To the right of the article is an advertisement for USA.gov, featuring a grid of various hats and the text "for official federal, state and local government information, we have you covered." Below the advertisement is a "BREAKING NEWS" section with a "Read more!" link. The section contains several news items, including "X17 XCLUSIVE - Lindsay Freaks Out On Sam... Again!" and "Samantha And Lindsay Kissed And Made Up?!".

This advertorial features the brand's message within the editorial content of the site, engaging the site's loyal audience.

Advertorial Can Include:

- Promotion via blog post on the homepage
- Article page featuring advertiser's assets
- Exclusive roadblock of article page.

SPONSORED POST

Sponsored by 

Matt Damon Is In The Green Zone

Posted on Fri Sep 4 2009 11:27 AM PDT



Matt Damon (looking hotter with a bit more hair) escorted his wife Luciana Barroso to the premiere of his new film, Green Zone in New York last night.

You know, the movie that looks like Bourne, stars Bourne, was directed by Bourne's director but ... isn't?

Also at the premiere were Julia Stiles and Howard Stern. No Ben, but the duo are apparently teaming up in a new film that's based on the true story of two Philadelphia lawyers who spent 15 years overturning a murder conviction. Sounds hot!

This custom static button is fixed above each blog post on the homepage to increase brand awareness.

- Button can be branded to incorporate advertiser's assets and messaging
- Clickable to advertiser's site or content

SPONSORED GALLERY

The screenshot shows a website's navigation bar with links for HOME, PHOTOS, VIDEOS, NEWS, ARCHIVE, MOBILE, and PO. Below the navigation bar, there are links for Newest, Top, Pix of the Day, and By Celebrity. The main content area features a 'PHOTO GALLERY' header with 'See Full Size' and '2 of 120' indicators. The gallery title is 'Miley Gets A Ticket', posted on Fri Sep 4 2009 11:27 AM PDT. A sponsored banner for 'VICTORIA'S SECRET THE SEMI-ANNUAL SALE' is prominently displayed, featuring a woman's face and the text 'Sponsored by'. Below the banner is a large photo of Miley Cyrus holding a ticket. A caption reads: 'A ticket for her illegally short shorts? Nay, just a parking ticket on Hollywood Blvd...'. At the bottom, there is a filmstrip of smaller images from the gallery, with navigation arrows on either side.

Sponsorship Description

- Premier photo gallery sponsorship offers advertisers editorial alignment of their product message with the site's exclusive content and treated with the highest journalistic integrity.

Sponsorship Includes

- Sponsorship featured on homepage in graphic button in the right-hand rail
- Total ownership of sponsored photo gallery page with reskin and exclusive 728x90 banner
- Featured content related to client's product
- Featured video clips or trailers
- Branding / logo integration on individual pictures also possible

MOBILE ADVERTISING

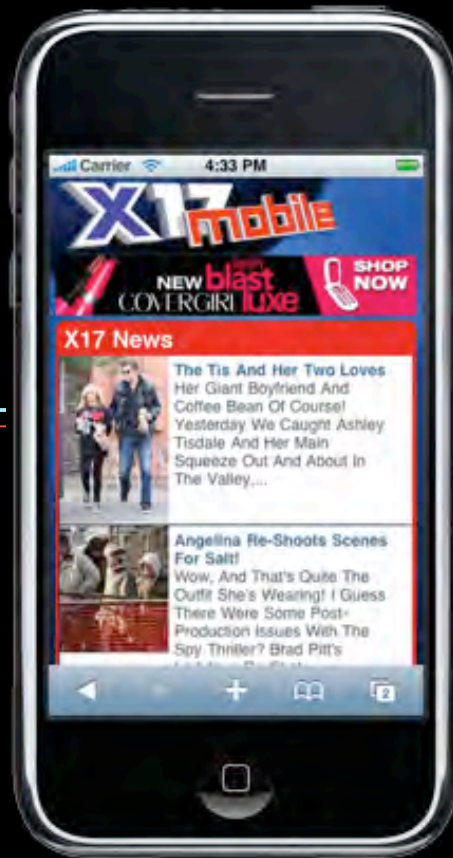


132,600 Absolute Unique Visitors for May 2010

572,400 Total Visits for May 2010

4 million Page Views

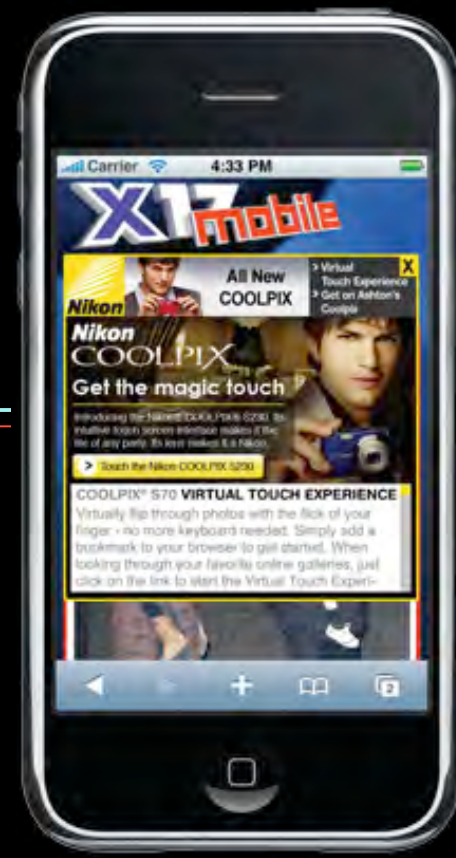
BANNER ADS



Traditional/Rotating
Banner Ads



Expandable Banner
Ads

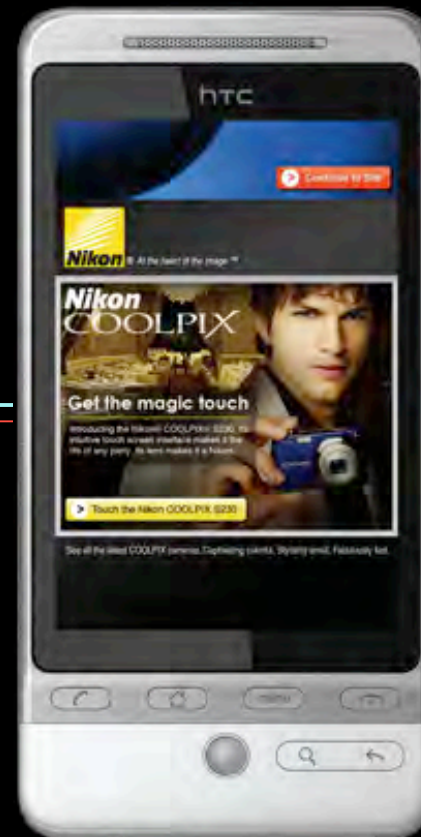


Scrolling Banner
Ads

BREAKTHROUGH ADS



Page Take Over
Ads



Interstitial
Ads

BRAND INTEGRATION



Site Sponsorship



Custom Content Channels



Alert Sponsorships



Branded Experiences

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