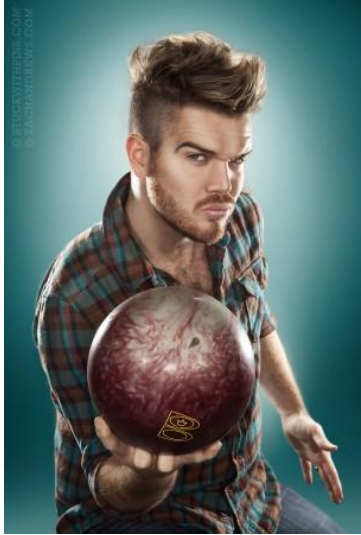




STROBOX.COM

Advertising Kit

Who Are We And Our Short History



Strobox aims to educate photographers by providing relevant information, tips and examples to help a wide variety of individuals and their unique lighting and photography needs.

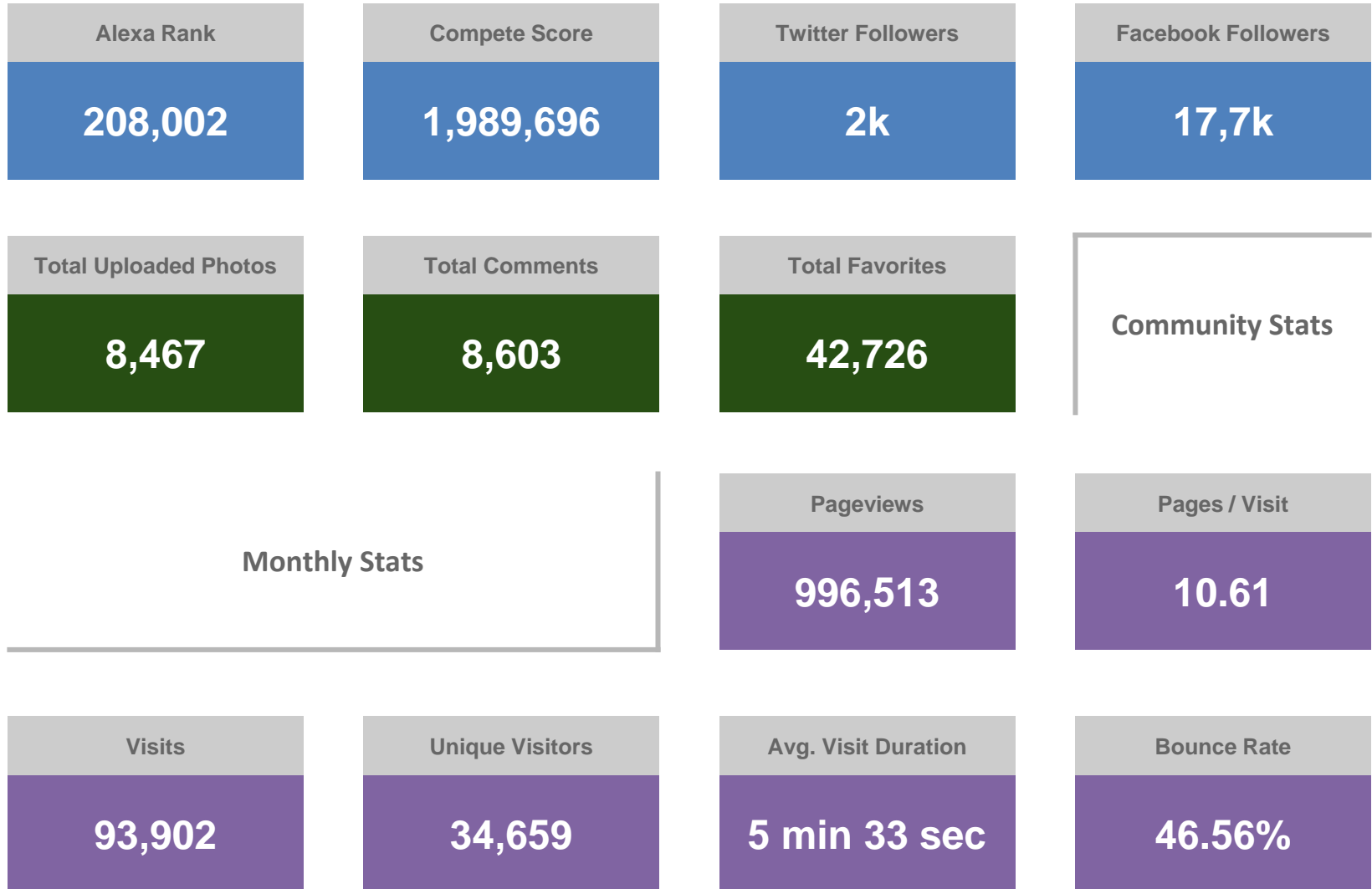
- 2009 - produced an iPhone app (the first of its kind) for documenting lighting diagrams
- 2010 - created a community site (strobox.com). The site sees an average of 80,000 monthly visits, has 16,000 Facebook fans, and has received more than 7,800 photo submissions from all over the world
- 2011 - published our first book containing a collection of 50 popular photos submitted during 2010.
- 2012 - published our second book

Partners We Have Learned From



We have had an amazing opportunity in past few years to collaborate with various industry brands in bringing contests and promotions to our audience. This has given us a better insight into what pain-points brands are facing, how we could better align with their existing brand awareness strategies, and how we can focus their marketing spend that reaches a more relevant target audience.

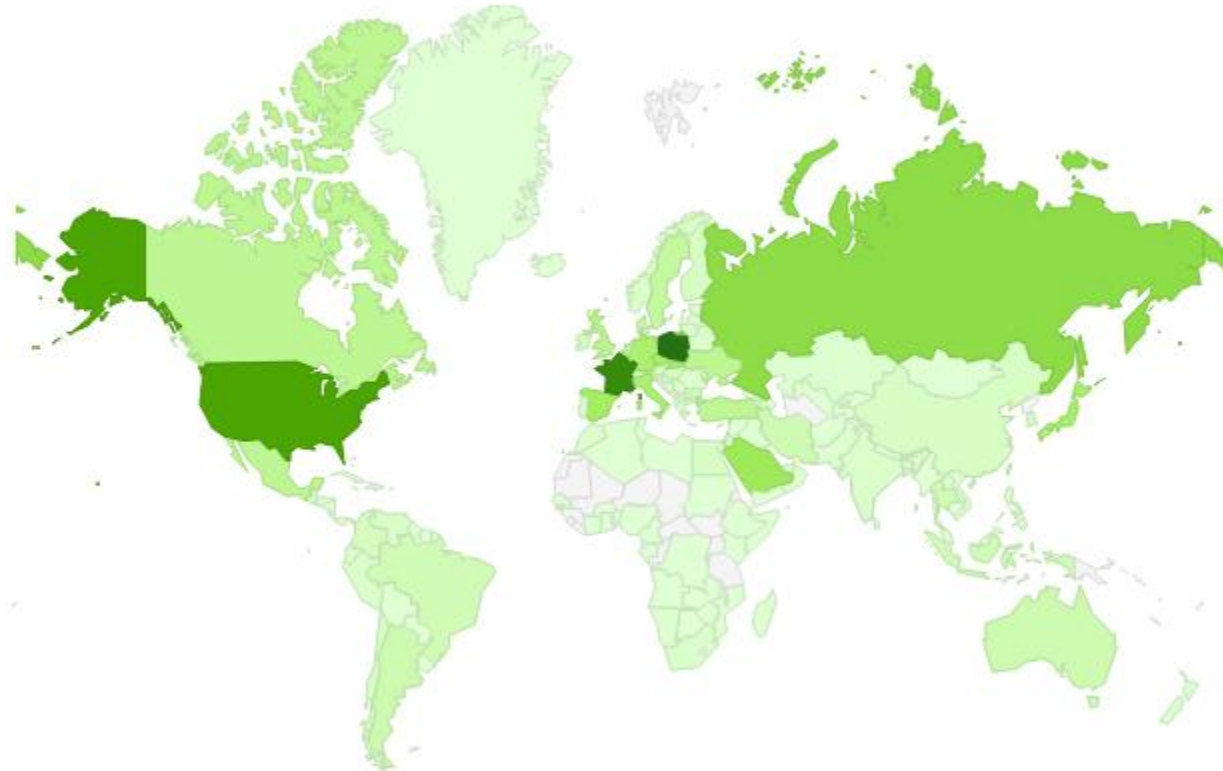
The Measuring Stick



Where Do Our Visitors Come From?

Top 10 Countries

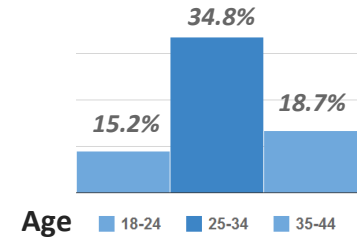
1. France
2. Poland
3. United States
4. Spain
5. Czech Republic
6. Russia
7. Slovakia
8. Italy
9. Germany
10. Canada



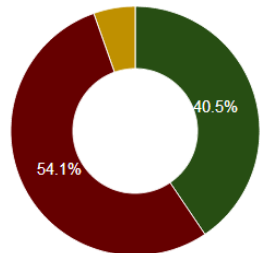
What Do We Know About Our Visitors?

SEGMENT

81.5% are in the early stages of their photography career and are actively consuming and being influenced by information, techniques, and products to help them succeed.

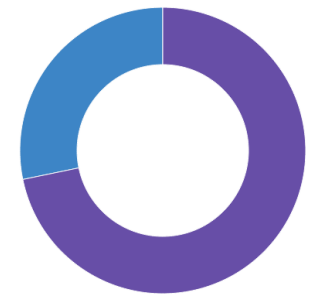


Male: 77.3%



Owns number of lighting gear items

Returning Visitor
New Visitor

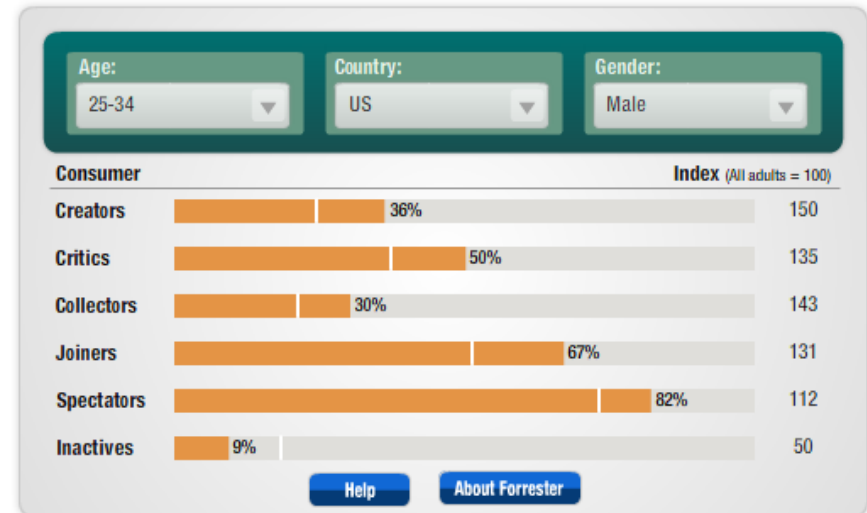


2 - 3 4+ None

Would They Use Strobox?

Based on Forrester technographic research, the Strobox community provides content and tools that are most appropriate and applicable for our core audience. Providing ongoing and relevant information and facilitating conversations will keep visitors active in the community resulting in a vibrant space for sharing.

- **Critics** - provide feedback on products or services, comment on someone else's content.
- **Spectators** - read blogs, watch videos from other users, read online forums as well as customer ratings and feedback.
- **Joiners** - visit social networking sites as well as maintain their profile on regular basis.



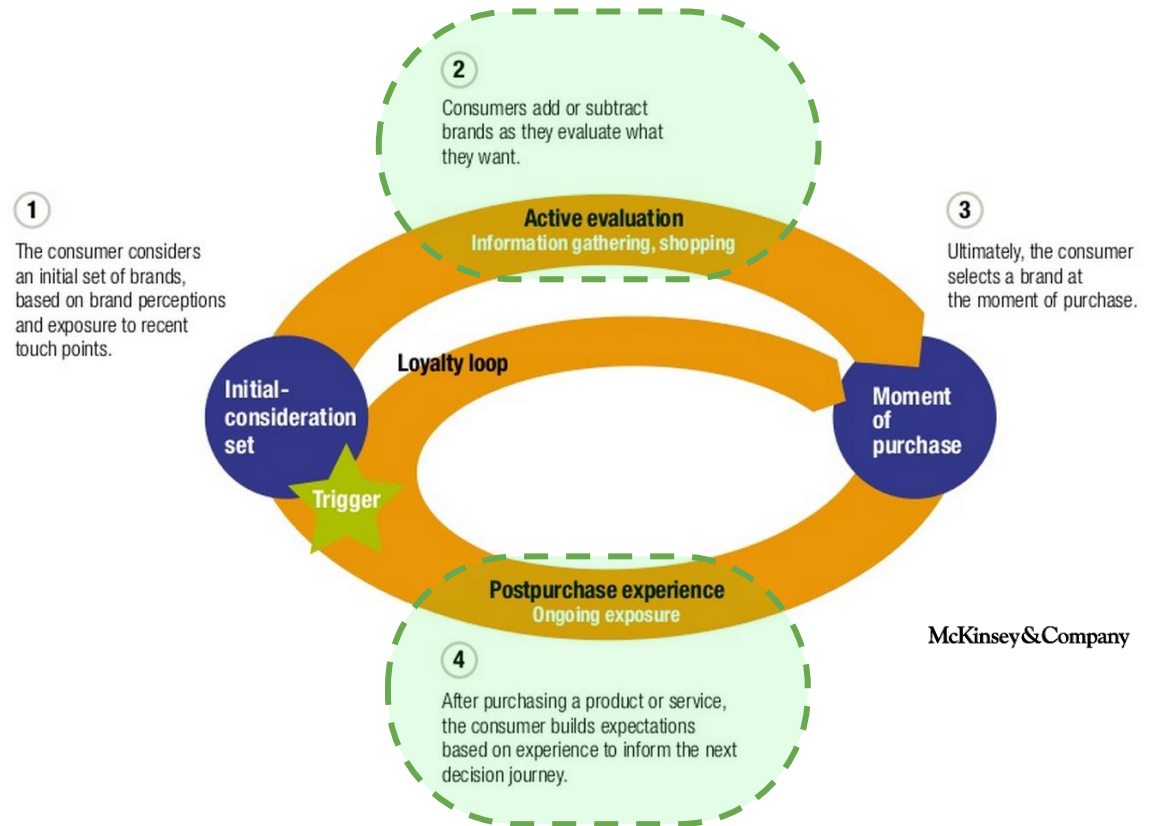
Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.
Copyright 2009 Forrester Research



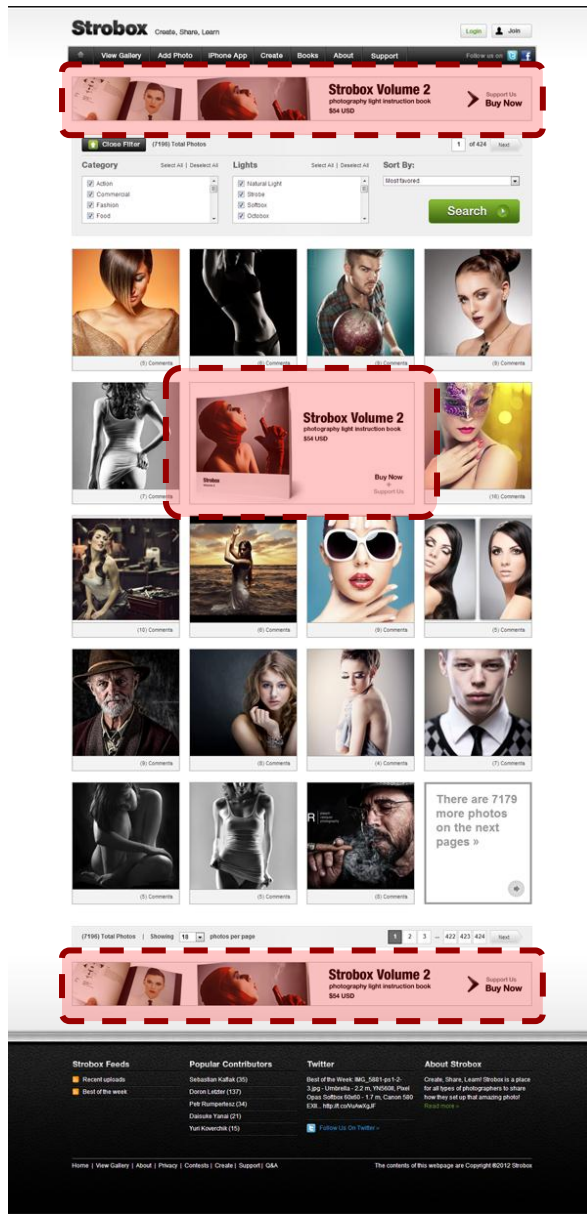
The Consumer Decision Journey

While the purchase phase is often the brand's highest focus, consumers spend a lot of time doing research before (2) and after (4) purchasing. These two phases provide a sense of validation and inspiration.

Because Strobox provides a rich environment for social sharing, it is a natural vehicle for brand exposure and saturation at all phases.



Advertising Opportunities



For special brand events and promotions, we offer a prime banner location on top of the list pages - location that gets the most attention as well as does not share a rotation with any other banner at the time of your campaign.

We also offer traditional ad spots (Center of Attention, On the Low Down) that will be shown alongside other internal and partner promos. This is a great way to promote a brand or a specific promotion.

"Attention Deficit" (header)

CPM: \$9.50
Size: 940x90px

"Center of Attention"

CPM: \$2.50
Size: 460x250px

"On the Low Down" (footer)

CPM: \$1.50
Size: 940x90px

Note: minimum order of 100k impressions;
prices valid until March 31, 2013.

Any exclusions or inclusions of specific
countries usually are applied with an extra
35% cost on CPM

Über-Focused Advertising

Strobox Create, Share, Learn

View Gallery Add Photo iPhone App Create Books About Support

1/60 sec. f/4.5 ISO: 1600

Focal Length: 13 mm

Exposure Bias: 0

Camera: SONYCX2000

Lights Used: Ring Flash, Strobe

Category: Wedding

Buy Similar Lighting Equipment

You Might Also Like

STUDIO LIGHTING ESSENTIALS with Mark Wallace

Metering, gear and more
20+ lighting setups
Bonus features

\$89

Home | View Gallery | About | Privacy | Contacts | Create | Support | GAA

Strobox Create, Share, Learn

Welcome, Jairo Lanksa | Logout

View Gallery Add Photo iPhone App Create Books About Support

Lighting For Liquid Series - AurumLight

Created by Aurum Light Studio on Vimeo · October 07, 2012

Topic: Creative Photography, Behind The Scenes
Light: Softbox, Octabox, Strad Three Video
Difficulty: 4.5
Category: Studio

Recommended by Jairo Lanksa on October 10, 2012

Jairo Lanksa
This is great. Thanks for sharing this video.
Please see how a review can **SAVE \$100** (or another \$1000 more)

No Comments yet, but be the first!

By leaving a comment you agree to keep your comments on topic and respectful of other members, your comments can and will be deleted without prior notice if deemed to be out of line.

Post Comment

Similar Lighting Gear

Strobox Volume 2
photography light instruction book
\$94 USD

Buy Now

Home | View Gallery | About | Privacy | Contacts | Create | Support | GAA

We have developed a gear matching system that recommends appropriate equipment based on a selected photo. Marketing budget gets spent via highly focused activity on a target audience explicitly interested in a select lighting gear.

CPM: \$2-4
Size: 98x98px

Note: 4-month minimum order; prices valid until March 31, 2013.



Summary

We believe that companies specializing in photography and lighting gear will greatly benefit by partnering with Strobox. By our social nature, we extend a brand's reach as the photography community (consumers) share and comment on equipment that they actively use to improve their craft. These word of mouth endorsements is the most natural way of exposing and sharing a brand.

Strobox provides:

- a growing community with an average of 5-8 new photos added every day
- a highly targeted customer base at the prime stage of brand learning
- a global reach
- a recommended lighting gear matching system for targeted ad spend
- a limited availability of banners - only 4 spots for each lighting category.

Contact Information



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Skype: janislanka