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2026



# COLLABORATION PROPOSAL

Blogdebasket.com is a specialist website specialized in basketball.

We offer high-quality information for all NBA and ACB league fans: game analysis, stories, transfers, rumors, signings, and player movements.

## BLOGDEBASKET.COM POSITIONING

Blogdebasket.com closed 2025 with **5,019,314 page views** and an average of **more than 140,000 monthly unique users**.

Our audience is made up of passionate basketball fans, making us the ideal platform to strengthen brand presence in the sports sector.

This audience is loyal, as we publish interesting articles every day, which keeps users engaged and active.

### **Key benefits of our audience:**

- **Precise targeting:** Users with real interest in basketball.
- **High engagement level:** Active and involved users.
- **Continuous coverage:** Guaranteed impact throughout the whole year.

### **Benefits**

- Constant exposure on a specialized media platform.
- Direct connection with an audience interested in basketball.
- Brand reinforcement at key moments of the year to increase visibility.

**This collaboration ensures a high impact within our community.**

# CURRENT SITUATION



**+ 1,3 MILL**

*total users 2025*

**+ 5 MILL**

*total page views 2025*

**2 MIN Y 06S**

*average interaction time 2025*

**+ 3,5 MILL**

*total sessions 2025*

*Advertising Products*  
**2026**

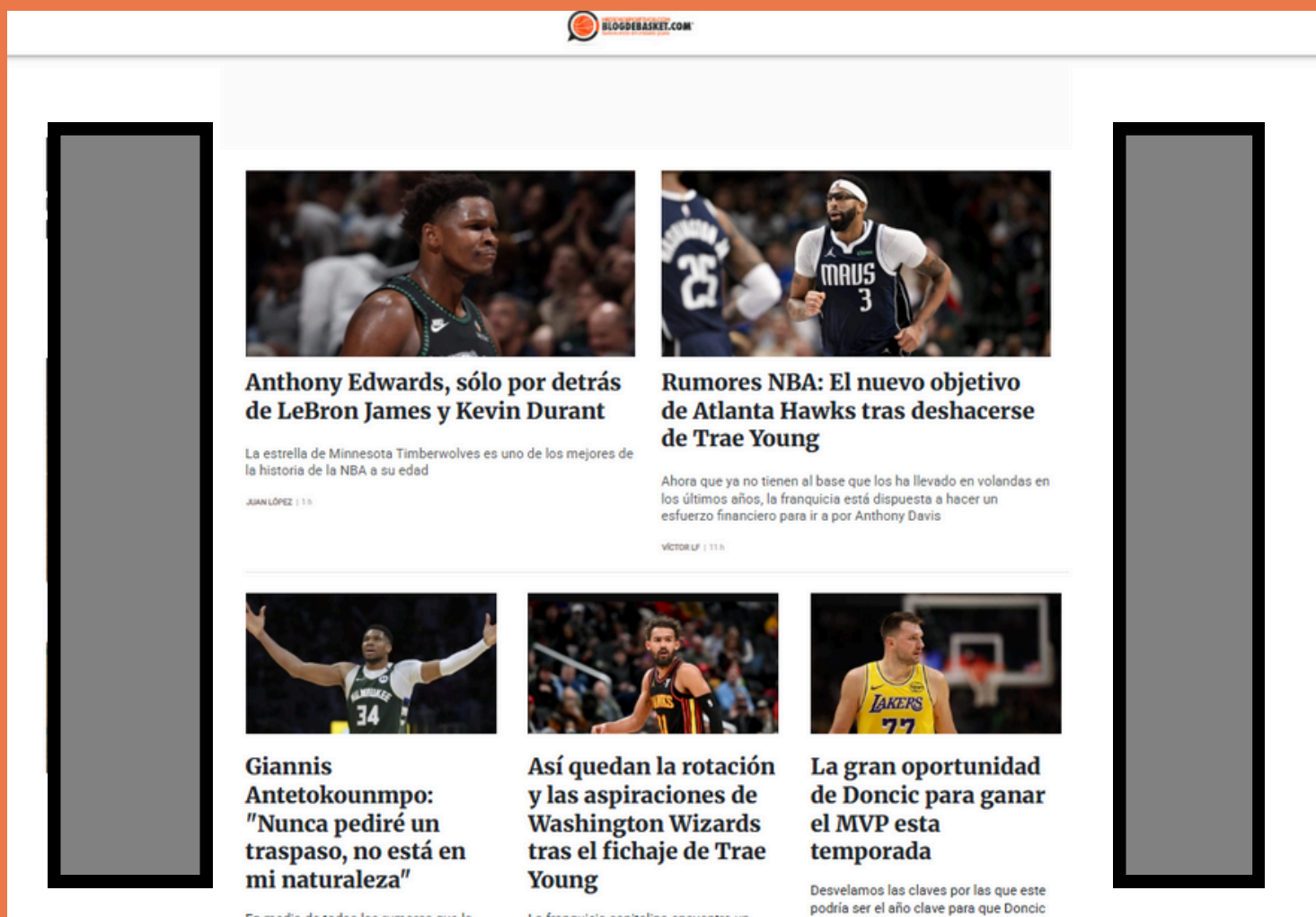
# SIDE BANNERS


## Description


High-visibility format located in strategic positions: premium side banners in the homepage and inside pages on desktop.

## Benefits

- Maximum brand exposure in high-traffic areas.
- Significant increase in impressions and brand awareness.
- Ideal formats for branding campaigns at specific times of the year.








**Anthony Edwards, sólo por detrás de LeBron James y Kevin Durant**

La estrella de Minnesota Timberwolves es uno de los mejores de la historia de la NBA a su edad

JUAN LÓPEZ | 115




**Rumores NBA: El nuevo objetivo de Atlanta Hawks tras deshacerse de Trae Young**

Ahora que ya no tienen al base que los ha llevado en volandas en los últimos años, la franquicia está dispuesta a hacer un esfuerzo financiero para ir a por Anthony Davis


VÍCTOR LF | 115

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**Giannis Antetokounmpo: "Nunca pediré un traspaso, no está en mi naturaleza"**

En medio de todos los rumores que lo



**Así quedan la rotación y las aspiraciones de Washington Wizards tras el fichaje de Trae Young**

La franquicia capitalina encuentra un



**La gran oportunidad de Dončić para ganar el MVP esta temporada**

Desvelamos las claves por las que este podría ser el año clave para que Dončić consiguiera alzarse con el premio de

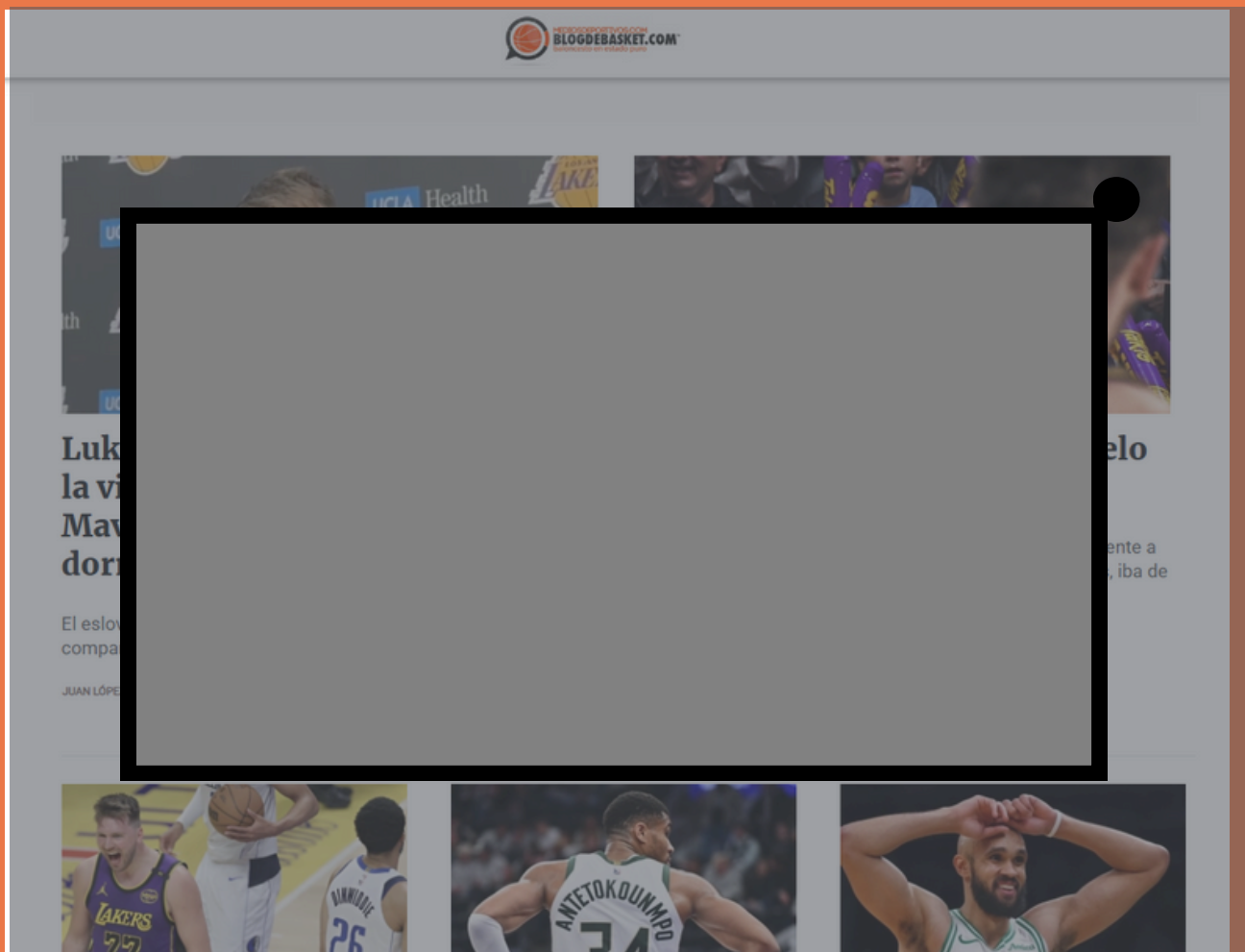
# INTERSTITIAL / POP-UP (MOBILE AND DESKTOP)

## Description

Advertising impacts shown in pop-up windows, both on mobile and desktop.

## Benefits

- Guaranteed high view rate.
- Perfect for launches, promotions, or urgent messages.
- Device segmentation to optimize performance.



# BRANDED CONTENT

## Description

We work with you to create a content strategy focused on offering useful and relevant information to readers, not direct advertising, ensuring maximum reach.

Our editorial team writes and publishes the content with the same look and feel as the rest of the website, ensuring natural integration.

The article is clearly labeled as “Sponsored” (following IAB Spain recommendations).

All included links use the “nofollow” attribute.

## Benefits

- Non-intrusive format with high engagement.
- Excellent tool to strengthen brand positioning in a specialized environment.
- Natural editorial integration that builds credibility and connection with the audience.

# PUSH NOTIFICATION (MOBILE AND DESKTOP)

## Description

Advertising format that complements sponsored articles.

It allows promotion of an article through direct notifications sent to subscribed users.

This channel stands out with a 2.41% open rate, which drives immediate traffic to the promoted content and quickly increases advertiser visibility.

## Benefits

- Direct reach to users already interested.
- Immediate increase in visits to the sponsored article.
- Non-intrusive and fast-consumption format.
- Ideal for launches, promotions, and sponsored content.



*If you are interested in collaborating with us, please contact us and we will provide more details, including pricing.*

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## CONTACT DETAILS

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# Thank you very much!

