



CATS vs CANCER

Watch Cat Videos. Fight Cancer.

ADVERTISE

*Connecting brands with highly engaged fans of Cats vs Cancer --
the #1 charity that raises money to fight cancer with the help of
The Undisputed Rulers of the Interwebs, CATS!!!*

ABOUT US

- *Established in January 2013, Cats Versus Cancer was incorporated as a non-profit organization in the state of New York*
- *Issued official IRS 501(c)(3) public non-profit charity status in July 2014*
- *Each month, we donate money raised through digital advertising dollars (eh hem, that's you 😊) and donations to a different cancer charity or cancer related cause*
- *We aggregate and curate the best viral, cute and funny cat related content from across the web including videos, memes, pics and gifs*
- *We also produce amazing original content including funny photos, memes, gifs and videos of kittens, cats and/or big cats (aka lions, tigers, etc.)*

WHY ADVERTISE?

Reason #1: Your advertising dollars HELP FIGHT CANCER!!!

Reason #2: You will receive a TAX WRITE OFF* while connecting with a highly engaged and qualified group of users

Reason #3: See Reason #1

Leverage the power of Cats vs Cancer to reach your business's online goals. Whether it's driving awareness, trial, purchase or favorability for your brand, Cats vs Cancer allows advertisers to reach some of the most engaged users on one of the top cat and charitable destinations on the web.

* Advertiser receives a TAX WRITE OFF on the charitable portion** of the money spent on advertising with our IRS certified 501(c)(3) non-profit organization.

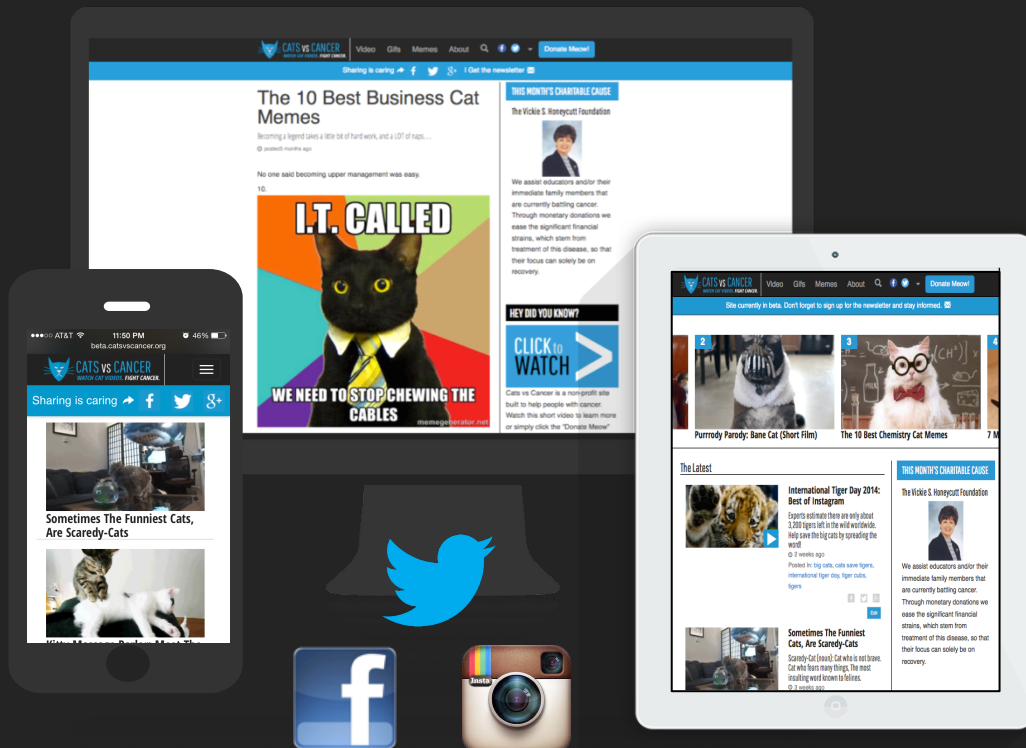
**Difference between the contribution (media spend) and the good faith estimate of the fair market value of goods or services that the organization provided in return for the contribution

ADVERTISING FORMATS

Promote Your Brand Through:

- *Native ad placements*
- *Sponsored Editorial Posts*
- *IAB Standard Rotational Media (Desktop & Mobile)*
- *High-Impact and Interactive Media*
- *Custom Branded Videos*
- *Social Integrations and Promotions*

*Prices Available Upon Request



ADVERTISE MEOW

Thanks for your consideration. We hope to be able to partner with your brand soon!

For further information on our advertising rates, please contact eddie@catsvscancer.org

All the best,
Cats vs Cancer team