



## Screaming Energy Advertising Kit

Screaming Energy is a review and information website focused entirely on energy products. Consistently ranked #1 for the search "energy drinks" on Google, we are the foremost online resource for information about energy drinks and energy shots.

Screaming Energy was founded 9 years after BevNet, and focuses only on the energy subset of the beverage market, nonetheless, we managed to command over 25% of the monthly unique visitors and page views of BevNet in 2010.

Additionally, we run about 30% of the ad slots available on BevNet, and 40% of the ad spaces above the fold.

### What does this mean for you?

- More targeted advertising - our visitors care about energy products, not flavored waters, sport drinks, fruit drinks, etc.
- Reach more of our readers - On average, your ads are seen by 3/4 of our site visitors (unlike every 7th visitor on BevNet)
- Affordable advertising - Our website isn't geared toward the entire beverage industry, neither is your product. Why pay to market it to the entire beverage industry? Our visitors are nearly 90% qualified to be interested in energy products.
- Better value - With fewer ad slots, our above-the-fold advertisers get 2/3 as many monthly ad impressions as with BevNet at less than 1/3 of the cost.

## Statistics (2010 Averages)

### Monthly Site Traffic

Page Views	115,000+
Homepage Views	37,000+
User Sessions	34,000+

### User Visit Statistics

Pages Per User Session	3.4
Average Session Length	2 minutes

### Top Sources of Traffic

Direct Visit	7%
Google	76%
Other Search Engines	12%
Links from Other Web Sites	4%

**XL Cranberry Energy**

Price	Size	\$/oz.	Servings	Oz./Serving	Calories	Carbs	Sodium
\$0.99	8.3oz.	\$0.12	1.0	8.3oz	120	27g	170mg

XL Cranberry Energy review added 2/11/11 9:44 AM 11/12/15  
Available at: Samples Provided by Manufacturer

**Ratings:**  
Combined Reviewer Rating: 7 out of 10  
User Rating: Rate this Beverage! (select rating) Rate it  
**6.62 out of 10 from 8 reviewers**

Add Your Thoughts on this Energy Drink

**Jason's Review:**  
**XL Cranberry Energy Drink Review**

Since the beginning of the energy drink craze, approaching a decade ago now, the industry has been plagued by one thing: overpriced copies of a drink; ignorant commenters on our site refer to as, "the original energy drink that was here before any other energy drink" and "king of all energy drinks", leading me to believe there are more Red Bull knock offs than there are people still making Charlie Sheen jokes. All the hype about Red Bull being the paragon of energy drinks, or being even remotely near the first-to-market is ridiculous. Mmm, now a synonym for energy was first available in 1976 and Coca-Cola started dropping tiny bits of cocaine in their drink in 1986. Additionally, a \$2 Red Bull is functionally (and nearly scientifically) equivalent to a 6oz. cup of coffee with a couple of teaspoons of sugar...what a value. Meanwhile, Bookoo Bite is the only functional close of Monster we can recall.

Normally 1 of every 3 drinks we receive goes directly into the "Fake Red Bull" bin, likely never to be consumed, and certainly not reviewed. Such is the case with XL energy, within the blue "USA" can we found that old familiar fancy salty sea water Red Bull flavor that's so popular among the mindless sheep. In the white can, what appears to be a failed NeutralSweet-flavored salt lollie experiment. Then, in the bottom of the box, the proverbial diamond in the dog turd. An enjoyable variation on the old classic post-vomit acidic throat burn flavor of original Red Bull.

Everyone who sampled XL Cranberry agreed it was an improvement from Red Bull. A taste improvement in a generic? Other brands try to do that by adding a few more grams of sugar but adding an entirely different flavor? Unheard of.

All the XL flavors are as effective, or ineffective as Red Bull, but even at half the price, I still only think XL's Cranberry Energy is a noteworthy value.

Jason Energy Rating: 6  
Jason Taste Rating: 7  
Jason Value Rating: 8

**Guest Reviewer:** *Reviews posted before May 2007 were written by Angie*  
XL Energy makes several flavors, and tout a new lemon-lime flavor that we'd be interested in trying. Unfortunately, the other two flavors they sent us are just Red Bull knockoffs. The whole line retails for \$1 to \$1.50, which makes it a noteworthy knockoff, particularly if you can get it on the low end. The regular and sugar free are seriously like Red Bull in a different can. If you like Red Bull, you should seriously switch to XL Energy right now. That is, assuming you want to continue to wallow in the mediocrity with Red Bull's "drinkable" flavors.

XL Cranberry Energy is noteworthy, not only for the \$1 value price, but because the tart "cranberry" flavor (which we believe, based on the ingredients actually comes from elderberry, one of the delicious ingredients in Bookoo Bite). I consider it on par or superior to Red Bull in every way. Concerning it's amazing qualities, no new ground here, it's really just a Red Bull replacement, which is fine when the product tastes better and is a great deal cheaper.

Angie Energy Rating: 5  
Angie Taste Rating: 8  
Angie Value Rating: 8

## Contact

### Advertising Inquiries

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704.287.9518

### Technical Support

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## Technical Specs

### Ad Formats

.swf  
.png  
.jpg  
.gif

### File Size

max. 40k

### Animation

max. 3 loops  
\*ad units A and B only

## Ad Pricing

Ad Unit	Ad Size	Ad Text	In-Video Recognition	Ad Slots	Quarterly	Monthly
A.	320x150	1 Line of Text	Yes	4	\$1,000.00	\$400.00
B.	240x150	1 Line of Text	Yes	4	\$600.00	\$250.00
C.	200x200	1 Line of Text	No	8	\$250.00	\$100.00

## Video Reviews

Advertisers in ad units A and B will be recognized as advertisers during the wrap-up of each video review. This full audio/video exposure will be a permanent fixture of videos recorded during the advertising period. Our video reviews currently receive approximately 3,000 views per month.