



*LargeUp*.COM

2015 Media Kit



NOW THINGS



LargeUp Premiere: New Kingston Feat. Sugar Minott - "Certain Girls"

Stream the track off New Kingston's upcoming "Kingston City" LP



LargeUp Premiere: Midnite x I-Grade's "Credited" Video

Watch the latest video from the St. Croix

LATEST COLUMNS



Mixtape Mondays: DJ Roy, DJ Tall Up, Corey Chase

Roots reggae mixtapes from DJ Roy, DJ Tall Up and Corey Chase



Fashion Fridays: International Swim Fashion Week

A world-class swimwear showcase

POPULAR COMMENTS LATEST

TODAY WEEK MONTH ALL



Toppa Top 10: The Ten Sexiest Bajan Women Besides Rihanna



Toppa Top 10: The Baddest Jamaican Gyal's of All-Time



Toppa Top 10: The Best Caribbean Albums of 2014



Toppa Top 10: The Best Dancehall Singles of 2013



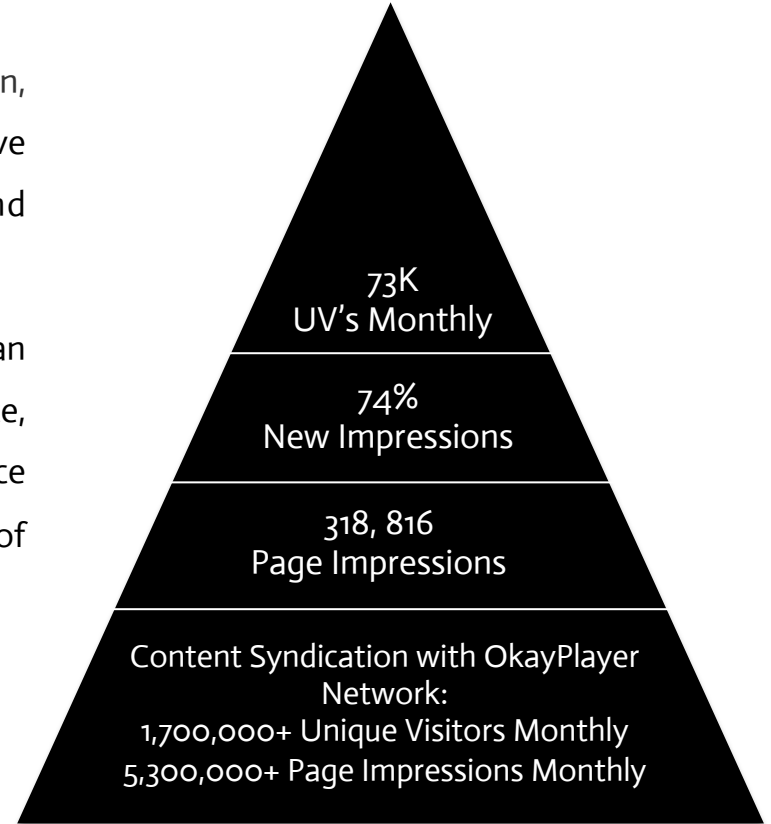
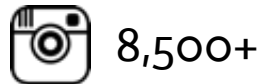
Toppa Top '14: The Most Essential Dancehall Singles of 2014



Is the global platform for Caribbean music, arts and culture.

LargeUp is a creative consultancy based in New York; Kingston, Jamaica; and Miami. We partner with brands to produce innovative marketing and communications platforms centered around Caribbean music, arts and culture.

LargeUp maintains an active presence in the area of Caribbean lifestyle, travel and culture through our celebrated editorial website, and highly-engaged social media channels. Our credibility, experience and relationships give us unrivaled access to the inner circles of Caribbean culture.





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## FACTS ABOUT LARGEUP



Our users are highly-engaged Caribbean enthusiasts. LargeUp readers travel to the Caribbean on average **more than once a year**, and the Caribbean is overwhelmingly the region in which they express the greatest interest.



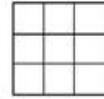
LargeUp is a part of the OkayPlayer network with more than **1.7 million unique monthly visitors**. Our content is syndicated across our flagship website, our active social media channels (Facebook, Twitter, Instagram: @laregupdotcom), and our partner websites.



LargeUp has produced and presented Caribbean culture showcases at some of the USA's most visible venues and events including **Lincoln Center** (New York City), **Central Park SummerStage** (New York City), **South by Southwest** (Austin, Texas) and **Winter Music Conference** (Miami).



LINCOLN  
CENTER | for the  
Performing Arts



SOHO HOUSE



MARLEY



MAJOR  
LAZER



PAST  
PARTNERS

LargeUp



## CASE STUDY: CES

LargeUp produced and programmed the entertainment and electronics brand **House of Marley's** booth during the International Consumer Electronics Show (CES), featuring performances from reggae luminaries such as Shinehead and Sister Nancy.

The House of Marley booth was one of the busiest at the year's largest tech trade show, resulting in increased sales and a successful launch of the brand's One Foundation product line, named best all-in-one stereo system at the show.



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# PHOTOS

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**RS @SXSW**  
ESSENTIAL FESTIVAL COVERAGE

## 48 Best Things We Saw at SXSW 2014

From crystal-encrusted tour vans to nutbar protests to big stars on tiny stages



Tee Murphy

< > 23 of 49

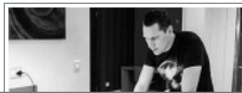
### BEST CARNIVAL HOLDOVER: Bunji Garlin

Carnival — the pre-Lenten blowout that has taken the world — came to an end near a year ago, but crossover star Bunji Garlin returned to SXSW appearances to bring the energy of Trinidad up to Austin fans old and new through a show of his triumphant 2013 hit "Differen". He was honored to be one of the first performers at this festival, "he told us during Rice and Peas' Wednesday celebration." His wife, Fay-Ann Lyons, was in the audience for the performance with a few supporters, whipping the small crowd that the speakers began to question the stability of the Empire At in question.

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### LATEST PHOTOS



RELATED

SXSW 2014: Rol

5 Things You Ne

## CASE STUDY: SOUTH BY SOUTHWEST

LargeUp brought New York's popular **Rice and Peas Party** to the 2014 edition of **South by Southwest**, the world's largest music conference, in collaboration with electronics brand **House of Marley**.

The March 2014 event featured popular Caribbean artists Jesse Royal and Bunji Garlin along with influential DJs and dancers from New York, London and California, garnering coverage in *Rolling Stone*.



## CASE STUDY: CENTRAL PARK SUMMERSTAGE

LargeUp partnered with New York's **City Parks Foundation** to program and present a live performance from **Chronixx** and **Junior Reid** at the world-renowned **Central Park SummerStage** concert series.

The event reached maximum capacity, with celebrity attendees including Mick Jagger and family, resulting in international publicity for one of the most talked-about Caribbean music events to hit New York City in years.





## CASE STUDY: MAJOR LAZER

LargeUp was called upon by none other than iconic DJ/Producer **Diplo** to help form his acclaimed group **Major Lazer** by finding the right frontman, A&R services for debut album and additional consultation.

Major Lazer members, **Walshy Fire** and **Jillionaire**, have been active bloggers/contributors on LargeUp's media outlet [LargeUp.com](http://LargeUp.com) since 2011.



## REINCARNATED

THE NEW REGGAE AND  
DANCEHALL INFLUENCED ALBUM

INSPIRED BY SNOOP LION'S  
FILM DOCUMENTING THE  
CONTROVERSIAL JOURNEY OF  
A MODERN ICON

EXECUTIVE PRODUCED  
BY MAJOR LAZER

NO GUNS ALLOWED  
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ASHTRAYS AND HEARTBREAKS  
FT. MILEY CYRUS

Available on  
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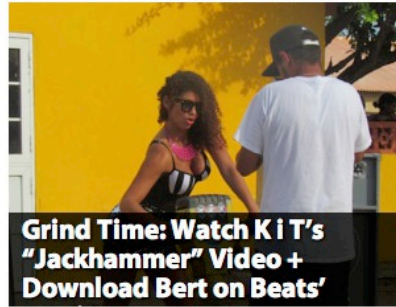


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MUSIC STYLE SPORTS FOOD DRINKS TR



### LATEST NEWS

Ente

#### AUDIO: Kes the Band, "Can't Wait"

April 18, 2013



## CASE STUDY: SNOOP LION

The artist formerly known as **Snoop Dogg** collaborated with LargeUp.com for his re-launch as **Snoop Lion**.

Snoop and team partnered with LargeUp to release original **LargeUp TV** webisodes and editorial content featuring major guests like Rita Marley, Diplo and Gyptian.

# LargeUp<sup>COM</sup> RATE CARD

## STANDARD IAB

ADD SIZE

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NET CPM

\$16

\$16

\$16

All prices subject to change before ad is confirmed.

## HOMEPAGE TAKEOVER



Homepage Skin and IAB Units  
100% SOV per day  
Dimensions custom to site  
Price Upon Request

## AD PLACE OVER



Pre-/interstitial unit  
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\$60 CPM

Ads may come in any of the following file formats: JPEG, GIF, SWF. LargeUp accepts ads from any third party or rich media vendor and complies with standard IAB specs. Please limit all looping to 3 loops or 30 seconds, and ensure that all audio is user initiated only. Max file size for standard display units is 100k and 400k for rich media/push down units.

## CONTACT

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