

FOR BRANDS AND MARKETERS

You chose the creator. See exactly what ran.

Live-stream ads you can actually measure. Pick the creator, approve the screen, and pay only for the time your ad was on screen while they were live.

0%

markup. You pay the rate the creator set

4

placements on the broadcast, all creator-approved

**Kick +
Twitch**

one buy covers every platform a creator streams to

**Dropped =
\$0**

if the stream drops, the meter stops

THE PROBLEM TODAY

Streamer sponsorship runs on a spreadsheet and a prayer.

A brand finds a business@ email in a bio, agrees a price with no data behind it, and hopes the logo actually went up. Nobody counts anything. You end up eyeballing a viewer counter and guessing what you bought.

HOW IT WORKS TODAY

- × A cold email and a price nobody can check
- × A logo dragged into OBS by hand
- × No record of whether it ran, or for how long

HOW IT WORKS ON PUBLSH

- ✓ Real creator pages with rates and availability
- ✓ Your creative served to the stream, approved by both sides
- ✓ A serving log of the time it was on screen

Already paying a streamer? Route it through Publsh.

Same creator, same money, no new budget line to sell internally. The difference is a serving log that shows exactly what you bought.

HOW A FLIGHT WORKS

From brief to on-stream in six steps.

A flight is one booking: a creator, a placement, a schedule and a creative. Here is everything that happens between choosing a creator and reading the receipt.

1

Pick your creators

Browse creator pages with real rates, availability you can book against, and delivery history.

2

Send an offer

Choose a placement and schedule. Negotiate in one inbox, not a scattered email thread.

3

Bring your creative

Upload an image or video, or build one in Creative Studio. Every creative goes through a review before it can run.

4

Approve the screen

Your creative, their placement: both sides sign off. Nothing runs that either of you didn't approve.

5

It runs live

Your creative sits on the stream while the creator plays. No ad break, no skip button.

6

Pay for what rendered

The flight closes with its serving log. You're billed for on-screen time while live, receipts included.

WHERE YOUR BRAND SITS

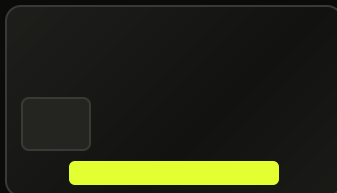
Four placements, burned into the broadcast.

Your creative renders inside the creator's own OBS output, so it appears on whichever platforms they stream to. You see exactly where it sits before you book.



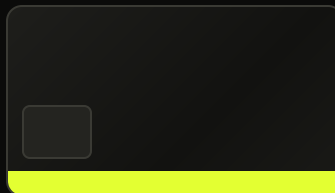
Corner

An always-on logo tile, top right.



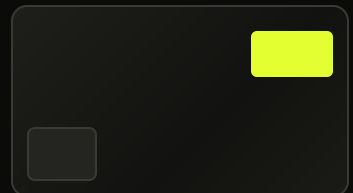
Lower third

A strip with room for a name and an offer.



Banner strip

Full width, edge to edge.



Card

A larger card, landscape or portrait.

MEASUREMENT

Pay for what rendered. Nothing else.

The overlay reports back while your creative is on screen, and every flight closes with a serving log you can read line by line. If the stream drops or your ad isn't showing, the meter stops.

SERVING LOG · FLIGHT CLOSE		Illustrative
20:04:11	Lower third · creative v2 · on screen	Billed
20:04:12	Lower third · creative v2 · on screen	Billed
20:04:13	Lower third · creative v2 · on screen	Billed
20:04:14	Stream dropped, serving paused	Not billed
20:04:19	Lower third · creative v2 · on screen	Billed

Billed on time, not guesses

You're billed only for the time your creative is actually on screen while the stream is live, at the creator's hourly rate.

Attribution you own

Promo codes and links that are yours. We attribute through them, not through tracking anyone.

Privacy-proof

We never track viewers or build audience profiles. While the industry rebuilds attribution without cookies, we were never holding any.

You're not buying impressions and hoping. You chose the creator, and they chose you back.

KICK AND TWITCH

On-screen time is measured on our serving side on both Kick and Twitch. Viewer counts are shown alongside, platform-reported on Kick and estimated on Twitch. Your bill is based on on-screen time.

PRICING

The creator's rate. Nothing on top.

You book against the rate the creator set and pay for the on-screen time your flight delivered.
No platform fee added to your bill, no bulk impression buy to burn down.

THE MATH

Illustrative

Booked: lower third, 3 hours **\$80/hr**

On screen while live **2h 45m**

You pay

\$220

Example math: the 15 minutes the stream was down were never billed.

No markup

The rate you see on a creator's page is the rate you pay.

No bulk commitment

Book one creator for one night, or a season. You pay for delivered time.

Receipts included

Every flight closes with its serving log.

BRAND SAFETY BY DESIGN

You pick the creator

A boxing brand books a boxing creator. Aligned audiences convert.

Both sides consent

Creators only run ads they accepted.

Every creative reviewed

Nothing serves until Publsh and the creator approve it.

Every brand checked

Business verification to appear publicly. Regulated categories need a license check, every time.

Put your brand on live inventory.

REQUEST ACCESS

publsh.co/business

SEE BRAND PRICING

publsh.co/pricing/brands