

Put your brand where stories are written and read.

Sponsorships and ad placements on a platform for
serial fiction, comics and translation.

物語
이야기

कथा

கதை
historia

قصة

కథ

cerita

ИСТОРИЯ

Geschichte

Stories written in one language, read in many.

Writers publish serial fiction chapter by chapter, then expand it into other languages so new readers can find it.

Katha

Serial fiction. Writers publish novels chapter by chapter, on a schedule readers can follow.

Chitra

Comics. A lettering studio where bubbles and typography stay editable, so pages can be translated without redrawing the art.

Translate

Upload a comic or manga page and read it in your language, bubble by bubble.

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languages a Katha chapter can be expanded into

Each translation is drafted with AI and reviewed before it is published.

Two audiences in one place.

Writers and creators

People who are actively writing and publishing their own work.

Publish novels chapter by chapter, on a release schedule

Plan and draft chapters in the Katha editor

Expand chapters into other languages

Register for the Katha Challenge

A good fit for

Writing and plotting software

Editing and publishing services

Creative courses

Language services

Productivity apps

Readers

Readers of web novels and comics, on phone and desktop.

Follow serials as new chapters release

Read translated editions in their language

Translate comic and manga pages

A good fit for

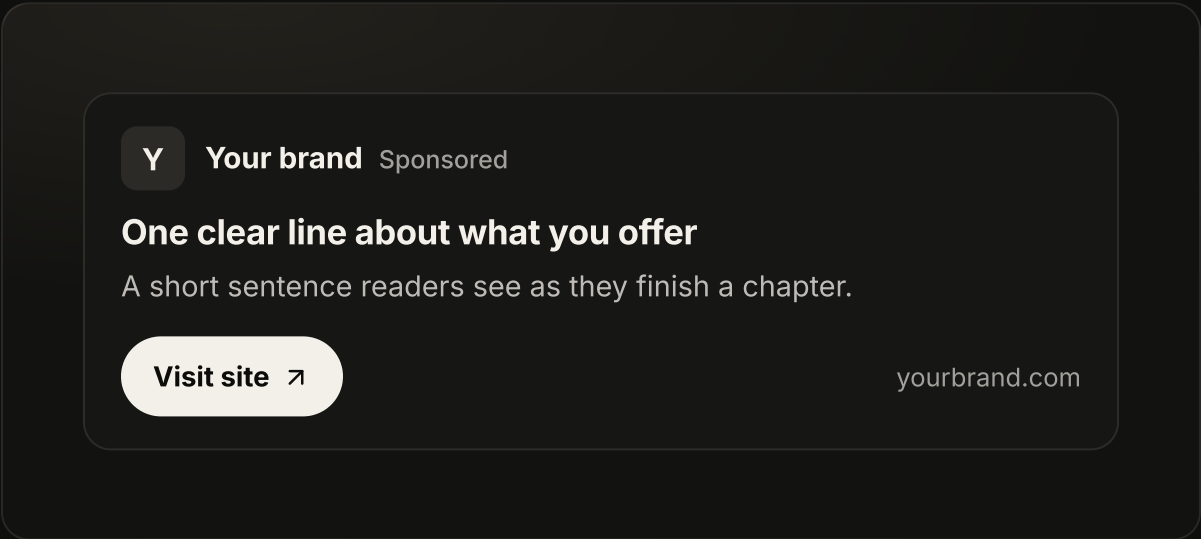
Books and reading apps

Games

Learning

General audience brands

One card. Five places it can run.



Each card carries your logo and name, a headline, one sentence, an optional 16:9 image and one button, and is always labelled Sponsored.

In front of readers

Chapter end	After each chapter of a serial, as the reader finishes.
Explore	Beside the story listings on the discovery page.
Homepage banner	Across the top of the homepage, for booked campaigns.

In front of creators

Creator dashboard	Where writers start and manage their work.
Flux	In the sidebar of the creator community.

Katha Challenge, Season 1.

A writing challenge for writers in India. Planned; final rules and dates are published when registration opens.

35 days
to write

10+ chapters
new, published publicly

1,000+ words
in every chapter

Original language
judged on craft by a reader of that language

Prize partner

Your cash contribution goes into the prize pool in full. You are named in the rules, on the event page and in the results.

Prize money is kept apart from event support and from advertising revenue.

After the season, every partner receives an aggregate report: entrants by language, chapters published, completions and benefit use.

Event support partner

Supports running the event, such as judging and creator support. Credited as event support, kept apart from the prize pool.

Creator benefit partner

Gives writers something useful: tools, credits or mentoring. Named beside that benefit.

Learning partner

Runs an optional workshop or office hour on craft or publishing. Credited on that session.

Never part of a partnership

A say in judging, entrants' contact details, or rights to their work. Views and votes do not change the main prize.

How delivery is measured.

How delivery is counted

Viewable impression	At least half the card on screen for one continuous second while the tab is visible. Counted once per display.
Click	Counted only after a viewable impression of the same display.
Invalid traffic	Bots, crawlers, duplicates and staff visits are removed, and reported with the reason.
Your analytics	Every click carries UTM tags, so you can match it against your own data.

Stories marked 18+ never carry a paid ad.

Paying supporters read without ads.

No personal data is shared or sold. Reports are aggregate.

Every creative and link is reviewed before launch.

After the campaign you receive a delivery report: viewable impressions, clicks, reach, and invalid traffic with reasons.

Audience figures are shared on request, measured under these definitions.

Working together.

Talk A short call or email about your goals and who you want to reach.	Plan You receive a proposal: placements, dates and the report.	Approve You send the creative; it is reviewed and you see a preview.	Run The campaign goes live, labelled Sponsored.	Report You receive the delivery report when the campaign ends.
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What to send

Logo Square PNG or SVG, 128 px or larger	Brand name As it should appear on the card	Headline One line	Copy One sentence	Button label Two or three words	Link Your destination page	Image, optional 16:9, 1200 × 675 px or larger
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Partnerships
novira.art/partners

ads@novira.art
Founding-partner terms are shared on request.