



Media Kit

Q4 2023

About CryptoSlate

A comprehensive and contextualized source for crypto news, insights and data.

- Since 2017, CryptoSlate has been a go-to destination for the fast-moving digital assets space. Our mission is to decode the complexity of crypto and showcase their potential to transform society by providing accessible, reliable information and analysis.
- We're committed to differentiating our news coverage by telling original stories and providing alternative points of view.
- CryptoSlate is an independent organization registered in the United States, with a global team consisting of men and women across 5 continents.

Our daily news and analysis mostly focuses on:

Bitcoin

Macro

DeFi

Web3

AI

Tokens



60M+

Total Pageviews



1M+

Avg. Monthly Users



1.5M+

Avg. Monthly Views



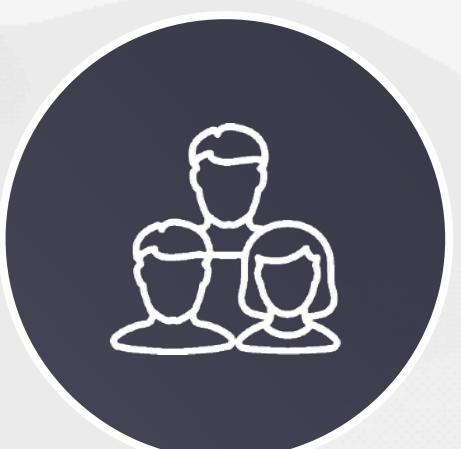
150k

Social Followers



65%

Europe & Asia



76%

Users Age 18-44



Content Marketing

Stand out amongst the crowd with high-impact storytelling and reporting.

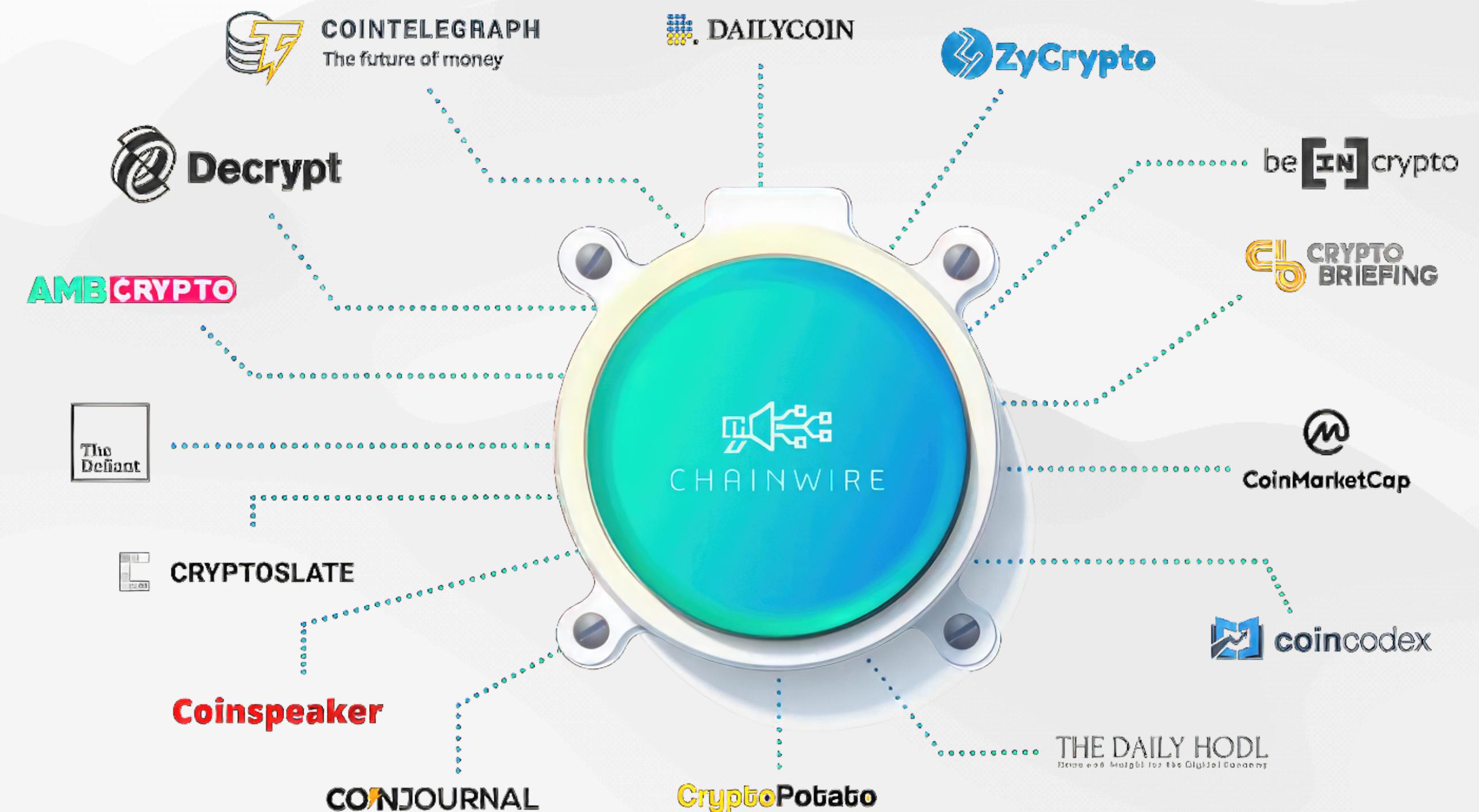
Item	x1	x3 (Save 20%)	Description	Example	Word Count	Partner Syndication	Social Shares	Directory Listing
Project Report	\$4,999	\$11,998	In-depth overviews explained through an evaluation of the technology, product, team, code, and risks and opportunities.	🔗 Project Reports	2000-3000	✓	✓	✓
Newsletter Mention (1 Month)	\$3,499	\$8,398	Appear as a prominent section within the CryptoSlate daily newsletter, sent out 6x per week to over 59,000 subscribers.	🔗 Newsletter	100		✓	✓
Collaborative Content	\$2,999	\$7,198	Partner with us and let our editorial team strategically figure out how to best tell your story or share your data.	🔗 Sensorium confirms Carl Cox VR show this summer	500-1000	✓	✓	✓
Market Report	\$2,999	\$7,198	Indepth overviews of the most critical factors, narratives and themes influencing the crypto markets.	🔗 Market Reports	1000-1500	✓	✓	✓
Sponsored Article	\$1,499	\$3,598	Content written by you, but formatted and presented by us; appears in our daily news feed.	🔗 A&T Capital launches 'Web3 Trends 2023' report	600-700	✓	✓	✓



Press Release Syndication

Broadcast your company news with guaranteed coverage to industry-leading publications.

- CryptoSlate has partnered with the industry-leading press release syndication service known as **Chainwire**.
- We deliver PR distribution across numerous top crypto media sites, including Cointelegraph, Decrypt, The Defiant, and CryptoSlate.
- Chainwire has been used by over 400 brands and PR agencies worldwide.



Display Advertising // News Articles

Appear in highly-visible positions across all of our 16,000+ news articles.

- Advertisements on CryptoSlate news posts are shown on every fresh article and 14,000+ archived news articles
- CryptoSlate publishes between eight and twelve original news and analysis articles each day
- News Post sidebars are fixed to the page, so any ad will remain in a “sticky” position as the reader continues scrolling
- With CryptoSlate’s perpetually-scrolling news feed, your ad will show multiple times as a reader continues scrolling

Banner	Size	Est. Impressions	1 Month Price	3 Months (Save 20%)
Top Rectangle	600x500	450,000	\$5,999	\$14,398
Right Sidebar	600x500	450,000	\$4,499	\$10,798
Below Post Banner	1456x180	450,000	\$3,499	\$8,398



Display Advertising // Coins Pages

Appear on over 3,000 crypto assets and 60+ sector ranking pages.

- Advertisements on CryptoSlate coins pages are shown on 3,000+ different coins pages
- CryptoSlate adds between five (5) and ten (10) new crypto assets each week
- We also publish coins rankings and sector pages for over 60 verticals, including ranking in the top positions in Google for [AI coins](#), [DeFi coins](#), [Proof of Work coins](#), [NFT coins](#) and more.
- Our sector coins pages often rank in the top 3 positions in Google, offering incredible visibility to projects.

Banner	Size	Est. Impressions	1 Month Price	3 Months (Save 20%)
Coins Rankings/Sectors - Leaderboard	1456x180	250,000	\$2,999	\$7,198
Coin Profile - Top Rectangle	600x500	250,000	\$2,999	\$7,198
Call-to-Action Buttons	Button	250,000	\$2,499	\$5,998



Universal Ad Positions

Maximum visibility positions appearing across the website.

Banner	Description	Est. Impressions	1 Month	3 Months (Save 20%)
Sticky Header Ad	Permanently fixed to the top of the site, this position will appear on every page.	900,000	\$9,999	\$23,998
Sticky Footer Ad	Permanently fixed to the bottom of the site, this position will appear on every page.	900,000	\$9,999	\$23,998
Universal Lightbox Popup	Show up in a dedicated popup modal to every visitor of the website.	900,000	\$19,999	\$47,998



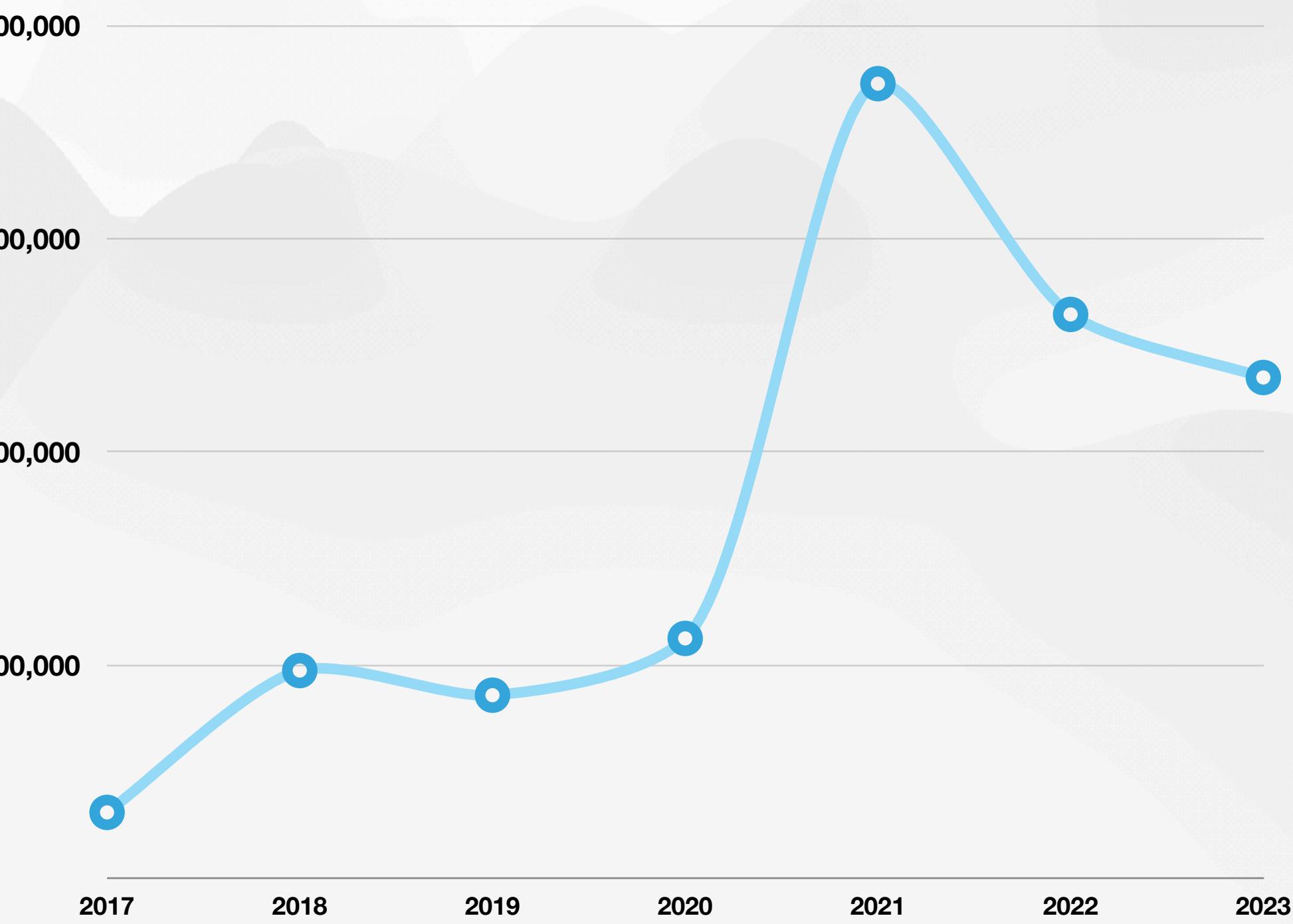
Global Audience

We have served over 60 million pageviews and our audience spans over 180 countries.

Website Traffic and Subscribers

Monthly Visitors	1M+
Monthly Sessions	1.25M+
Monthly Pageviews	1.5M+
Average Time on Site	2:46
Non U.S. Web Traffic	65%
Mobile Web Traffic	70%
Pages Per Session	1.75
Daily Email Subscribers	60k+
Social Followers	150k+
Push Notification Subscribers	65k+

CryptoSlate Average Monthly Views



Top Countries by Traffic

🇺🇸 United States	35.4%
🇬🇧 United Kingdom	6.8%
🇮🇳 India	4.5%
🇭🇰 Hong Kong	4.2%
🇨🇦 Canada	4%
🇦🇺 Australia	4%
🇩🇪 Germany	2.8%
🇳🇱 Netherlands	2.6%
🇹🇷 Turkey	1.6%
🇸🇬 Singapore	1.6%



Why Partner?

CryptoSlate has collaborated with many of the biggest names crypto.

- CryptoSlate is a trusted and objective news website, having produced over 16,000 unique articles since as an independent organization since 2017.
- CryptoSlate has a dedicated audience interested in Bitcoin, DeFi, web3, macro and trading. If your product or service aligns with this industry, a partnership will give you direct access to a highly engaged and relevant audience.
- Unlike other crypto news sites, all display advertising spots on CryptoSlate are exclusive — we do not rotate any advertising positions. This means that your company will be the only advertiser in that spot for its duration.

We previously collaborated and/or partnered with the biggest names in crypto, including:

coinbase

 crypto.com

 BINANCE

 OKX

 Huobi

 BTSE

 BYBIT

 COSMOS

 Bitcoin.com

Our news is syndicated by some of the biggest crypto apps and aggregators including:

 TradingView

 CoinStats

 CRYPTO PANIC

 CoinMarketCap

 LunarCrush

 CoinGecko

Features & Benefits

Customer satisfaction is vital to us, so we offer a number of additional benefits, at no extra cost.



Weekly Ad Performance Reports

All display advertising clients will receive a weekly report showing daily impressions, clicks and CTR.



Exclusive Ad Position Placement

Your company will be the only advertisement in its position for the entirety of its campaign duration.



Customer Geo-Targeting

You can choose which countries and jurisdictions your advertisements will or won't appear in.



Campaign Split-Testing (A/B)

Not sure which advertising copy will perform best? We can split-test and track performance.



FAQ

- **Does CryptoSlate have any advertising restrictions?**

We screen all of our advertisers to make sure they are a good fit for our brand and will provide value to our readers. We ask that all project or company founders be public. We do **not** offer advertising for the following types of companies: gambling, crypto casinos or cloud mining.

- **What is a “sticky” advertisement?**

A “sticky” advertisement stays fixed as you scroll down the page, thereby ensuring constant visibility as a reader reads an article or scrolls down a coins page.

- **Can I geo-target my ads on CryptoSlate?**

Yes, CryptoSlate will integrate requested geo-targeting for any advertisement.

- **Can I remove the sponsored tag off of my ad?**

No, CryptoSlate is required by the U.S. FTC (Federal Trade Commission) to disclose all advertisements by using “sponsored” or “ad” wording. Additionally, CryptoSlate has its readers’ best interests in mind and believes in complete and transparency in all content that is presented on its website.

- **What is your link following policy?**

For links that are sponsored, we use the ‘*rel=sponsored*’ attribute.

- **How do I get started?**

Send an email to sales@cryptoslate.com or contact us on [Telegram @cryptoslate](#).



