



DappRadar

**Advertising FAQ and placement options
H1 2021**

ADVERTISING ON DAPPRADAR

Advertising placement options

ADVERTISING - Top Rotating Homepage dapp placement

The screenshot shows the DappRadar homepage with a dark blue header featuring the logo and navigation links: Rankings, Portfolio, NFTs, DeFi, Reports, Blog, Search..., and EN. Below the header is a blurred background image with the text "Track, analyze and discover decentralized applications (dapps)". A navigation bar below the image includes Hot Topics, NFTs, DeFi, Games, Gambling, and Exchanges.

The main content area displays three rotating sections:

- Games**: Shows Farsite DeFi MMO (Ad) as the top app, followed by Upland, Alien Worlds, Galaxy Blocks, and Splinterlands.
- DeFi**: Shows DeFi Yield Protocol (Ad) as the top app, followed by PancakeSwap, Pancake Bunny, Autofarm, and Value DeFi.
- Gambling**: Shows 1xBit (Ad) as the top app, followed by Serious Dice, EarnBet, RocketGame, and RocketGame.

Each section has "USERS" and "VOLUME" metrics. Red boxes highlight the first three sections, and a red arrow points to the "DeFi" section. At the bottom, there are buttons for various blockchain networks: ETH, EOS, TRON, IOST, ONT, ThunderCore, VeChain, NEO, WAX, Steem, Hive, BORA, BSC (NEW), Polygon (NEW), Flow (NEW), and Other. A link "Analyze all dapps rankings >" is also present.

Avg. monthly impressions: 300,000
Price per week: US\$1,000



ADVERTISING - Bottom Banner

1xBit.com

EXPLORE THE FUTURE OF GAMBLING

Use code **DAPRD** to get a 125% 1st deposit bonus!

BET NOW

AnRKey X Hits #1 on Rarible

\$650k Sales in 2 weeks
Sell outs in minutes | Hot collections
Hot bids | Broke Rarible's Page 2X
\$1.5M in \$ANRX staked for NFTs

THE FUTURE OF DEFI NFT GAMING www.AnRKeyX.io
Get AnRKey X Super Rare NFTs GRAB NOW

Banner size: 600 x 250 px

Visible on 4500+ pages everywhere across the website.

Avg. monthly impressions: 400,000

Price per week: US\$1,000



ADVERTISING - Recommended dapp placement

RECOMMENDED DAPPS
If you only try one dapp today, try one of these

 DeFi Yield Protocol Ad ETH	 Goose Finance BSC	 MegaCryptoPolis ETH
 Alchemix ETH	 Argon Ad BSC	 LiteBringer Ad LITECOIN
 Unstoppable Domains ETH	 PEAKDEFI ETH	 EOSPLAY EOS
 RamenSwap Ad BSC	 Serious Dice ThunderCore	 Sorare ETH
 ZED RUN Polygon	 Autofarm BSC	 NBA TopShot FLOW

Avg. monthly impressions: 240,000
Price per week: US\$750



ADVERTISING - Editor's pick dapp placement

 **EDITORS PICKS**
Hand picked dapps giving users the best experience



1inch.exchange...
diamond ETH



LiteBringer
diamond LITECOIN



Upland
diamond EOS



DeFi Yield Pr...
diamond ETH



PancakeSwap
diamond BSC



ApeSwap
diamond BSC

Caption

Avg. monthly impressions: 240,000
Price per week: US\$750



ADVERTISING - Rotating Rankings dapp

The screenshot shows the DappRadar website with the title "Top Blockchain Dapps". A red box highlights the first entry in the ranking table, which is "LiteBringer". An arrow points from the text below to the "LiteBringer" row in the table. The table includes columns for Category, Protocol, Balance, Users, Volume, and Activity.

	CATEGORY	PROTOCOL	BALANCE	USERS	VOLUME	ACTIVITY
1	Games	LITECOIN	\$28.27k +8.40%	671	\$197.66	
2	Exchanges	ETH	\$233.25B +0.15%	3M+ k	\$719.97M	
3	DeFi	BSC	\$5.62B -0.05%	50.71k	\$612.08M	
4	Collectibles	FLOW	\$0.00 -24.30%	24.30k -6.09%	\$3.74M	
5	Games	EOS	\$47.51k +3.49%	16.91k	\$0.00	
6	Games	WAX	\$0.00 +2.12%	16.27k	\$0.00	
7	Games	ThunderCore	\$8.05k +18.35%	11.09k	\$1.07k	
8	Marketplaces	WAX	\$0.00 -22.91%	7.49k	\$16.61k	
9	Social	EOS	\$155.87 -14.08%	7.22k	\$712.85	

Small square logo. Opportunity to share a short message with CTA option up to 80 symbols.

Avg. monthly impressions: 160,000
Price per week: US\$1,000



ADVERTISING - Rankings Text placement

The screenshot shows the DappRadar website with the title "Top Blockchain Dapps". At the top, there are navigation links for Rankings, Portfolio, NFTs, DeFi, Reports, Blog, a search bar, and language selection (EN). Below the title is a section for "All Protocols" with buttons for ETH, EOS, TRON, IOST, ONT, ThunderCore, VeChain, NEO, WAX, Steem, Hive, BORA, BSC (NEW), Polygon (NEW), Flow (NEW), and Other.

The main content area displays a table of top blockchain dapps. The columns include CATEGORY, PROTOCOL, BALANCE, USERS, VOLUME, and ACTIVITY. The table lists the following dapps:

Rank	Name	Category	Protocol	Balance	Users	Volume	Activity
1	Uniswap	Exchanges	ETH	\$233.25B	54.01k +0.15%	\$719.97M	
2	PancakeSwap	DeFi	BSC	\$5.62B	50.71k -3.05%	\$612.08M	
3	NBA TopShot	Collectibles	FLOW	\$0.00	24.30k -6.09%	\$3.74M	
4	Upland	Games	EOS	\$47.51k	16.91k +3.49%	\$0.00	
5	Alien Worlds	Games	WAX	\$0.00	16.27k +2.12%	\$0.00	
6	Galaxy Blocks	Games	ThunderCore	\$8.05k	11.09k +18.35%	\$1.07k	
7	AtomicMarket	Marketplaces	WAX	\$0.00	7.49k -22.91%	\$16.61k	
8	Yup	Social	EOS	\$155.97	7.22k -14.08%	\$712.85	
9	Serious Dice	Gambling	ThunderCore	\$7.35k	7.06k +10.11%	\$102.15k	
10	AtomicAssets	Other	WAX	\$0.00	7.05k -10.71%	\$939.15	

A red box highlights a banner at the bottom of the table:
Explore the future of gambling with 1xBit! [Bet Now and win up to 7 BTC!](#)

A red arrow points from the text "Opportunity to share a short message with CTA option up to 80 symbols." to the highlighted banner area.

Small square logo. Opportunity to share a short message with CTA option up to 80 symbols.

Avg. monthly impressions: 160,000
Price per week: US\$1,000



ADVERTISING - Profile Text placement

The screenshot shows the DappRadar interface for the Alien Worlds dApp. At the top, there's a navigation bar with links to Rankings, Portfolio, NFTs, DeFi, Reports, Blog, a search bar, and language selection (EN). A red arrow points to a promotional banner above the main content area. The banner features an orange cross icon and the text: "Explore the future of gambling with 1xBit! Try Now & win up to 7 BTC!". Below the banner, the dApp's profile is displayed with the title "Alien Worlds", a blue logo, and a description: "Innovative Metaverse where everything is tokenized". There are social sharing icons and a large orange "Open Dapp" button. The "Alien Worlds statistics" section follows, showing raw on-chain activity data for 24H, 7D, and 30D periods, including user count (271.22k) and transaction volume (6.11M). To the right, there are two screenshots of the game interface: one showing a loading screen with "ALIEN WORLDS" and "Fetching avatars", and another showing a player's stats with a message about receiving TLM.

Small square logo. Opportunity to share a short message with CTA option up to 80 symbols.

Avg. monthly impressions: 280,000
Price per week: US\$1,000



ADVERTISING - Search spot

The screenshot shows the DappRadar homepage with a search bar at the top containing 'axieinfinity'. Below the search bar, there's a banner with the text 'Track, analyze and discover decentralized applications (dapps)'. A red arrow points from the text 'Small square logo. Opportunity to share a short message with CTA option up to 60 symbols.' to a red box that highlights a sponsored advertisement. The ad is for 'TheLab.Fin...' and promotes 'Highly Liquid Farms (+1,000% APR) | 50 NFT's earning \$1,000/Month'. The rest of the page displays various dapp rankings and filters.

Small square logo. Opportunity to share a short message with CTA option up to 60 symbols.

Avg. monthly impressions: 180,000
Price per week: US\$1,000

DappRadar

Rankings Portfolio NFTs DeFi Reports Blog

axieinfinity

EN

Track, analyze and discover decentralized applications (dapps)

Hot Topics NFTs DeFi Games Games

DeFi

NFTs

DeFi

Games

Gambling

Bingo Cash Fin...

Serious Dice

EarnBet

WINK

NICER.BET

Uniswap

Mdex

Alcor.exchange

SushiSwap

Highly Liquid Farms (+1,000% APR) | 50 NFT's earning \$1,000/Month

Analyze all dapps rankings >

ETH EOS TRON IOST ONT ThunderCore

Small square logo. Opportunity to share a short message with CTA option up to 60 symbols.

Avg. monthly impressions: 180,000
Price per week: US\$1,000



ADVERTISING - High-Risk Pop-up

The screenshot shows a DappRadar page for the UltronCash dApp on the TRON network. A red box highlights a pop-up window for 'LiteBringer'. The pop-up features a woman's face and the text: 'Which Hero will bring you LTC? Choose your destiny now!'. Below it, it says: 'LiteBringer is the first true Litecoin game. Level up RPG characters, trade with other players and earn real money.' A red arrow points from the top right towards the pop-up.

DappRadar Rankings Portfolio NFTs DeFi Reports Blog axi EN ▾

Rankings > TRON > High-Risk > UltronCash

The 1° Cross Chain AMM & Yield Farming on Smart Chain! Start NOW!

UltronCash

High security and Decentralized financial Program, EARN UP TO 250% OF YOUR DEPOSIT!

LiteBringer

Which Hero will bring you LTC? Choose your destiny now!

LiteBringer is the first true Litecoin game. Level up RPG characters, trade with other players and earn real money.

Join Now

UltronCash statistics

This data represents the raw on-chain data.

24H 7D 30D

USERS 2.11k 7.23%

VOLUME \$517.80 1.00%

BALANCE \$2.53k 19.8k TRX

For this data we are tracking: 2 UltronCash Smart Contracts →

25 Apr 26 Apr 27 Apr 28 Apr 29 Apr

Users Volume Transactions

Small square logo. Opportunity to share a message with CTA option up to 200 symbols.

Avg. monthly impressions: 180,000
Price per week: US\$500



ADVERTISING - Blog article banner placement

DappRadar

NFTs Rankings Portfolio NFTs DeFi Reports Blog Search... EN ▾

Don Diablo & What the Hell's an NFT Among Top Sales

Robert Hoogendoorn Apr 12 · 2 min read

Top 10 NFT Sales 5 – 11 April 2021

Rank	Name	Image	Price
1	Don Diablo		\$79,560
2	Horatio Seramoto		\$622,090
3	Gods Unchained		\$615,000
4	CryptoPunks		\$320,720
5	World Star Hip Hop Chain		\$231,210
6	Cryptopunks		\$759,560
7	Decentraland		\$572,000
8	WTH is an NFT?		\$328,650
9	CryptoPunks		\$281,070
10	Cryptopunks		\$222,580

Gods Unchained and Sora Farm make this list a bit fishy

Music artist Don Diablo made it to the top of the NFT sales, while CryptoPunks saw lots of action surrounding the auction at Christie's. At the same time Sora Swap, Decentraland, Gods Unchained, and Saturday Night Live made surprise appearances in the DappRadar Top 10 NFT Sales.

DEFI YIELD PROTOCOL IS LIVE ON

TAKIN POOLS, WBNB, ETHEREUM, BUSD, BINANCE SMART CHAIN, PancakeSwap

The top sales in the NFT space were tightly correlated with the news. Saturday Night Live auctioned an NFT video in which they explain NFTs to their audience, while CryptoPunks saw increased trading thanks to auction house Christie's. The biggest NFT sale came from SuperRare where music artist Don Diablo sold a unique NFT, which is basically a 1-hour audivisual experience. The NFT sold for \$1.2 million and comes with a physical box that contains a hard drive with the only copy of the movie.

Banner size:

Desktop 812 x 125 px, Mobile 445 x 92 px

Avg. monthly impressions: 220,000
Price per week: US\$500



ADVERTISING - Airdrop section

The screenshot shows the 'Airdrops' section of the DappRadar website. At the top, there's a banner for 'ApeSwap's BANANA Airdrop' which is currently live, offering 15,000 USD worth of BANANA tokens, with 9 days left. Below this, there's a red box highlighting a banner for the 'DEFI YIELD PROTOCOL IS LIVE ON!' airdrop, which is associated with Stakin Pools (WBANB, ETHEREUM, BUSD), Binance Smart Chain, and PancakeSwap. This banner is specifically mentioned in the advertisement. Further down, there are other airdrop offers: 'DATA Airdrop' (Expired), 'Venus Airdrop' (Expired), and '1INCH Airdrop' (Expired). At the bottom, there's a newsletter sign-up form for 'New airdrop notifications'.

Banner size: 650 x 204 px

Avg. monthly impressions: 650,000
Price per week: US\$1,200



ADVERTISING - Blog page square banner placement

The screenshot shows a blog post titled "Cometh Becomes Number 1 NFT Blockchain Game". Below the title, it says "Over \$300k transaction volume in 24hours". The author is Ian Kane, and the post was published on Feb 3 · 3 min read. A red arrow points to a square banner ad on the left side of the post. The banner has a yellow background with a green border and features the text "\$100 ETH GIVEAWAY" in large yellow letters. It also includes the word "UPX" and a "LEARN MORE" button. Below the banner, there is a call-to-action: "Follow @UplandMe on Twitter & tag 3 friends by replying to Upland's pinned tweet". To the right of the banner, there is another smaller image with the text "Neon District Out Now on Matic" and a link to "How to Play Neon District".

Banner size:

Desktop 248 x 312 px, Mobile 402 x 200 px

Avg. monthly impressions: 60,000
Price per week: US\$500



ADVERTISING - Games page small banner placement

The screenshot shows the DappRadar Blockchain Games page. At the top, there are navigation tabs: NFTs, DeFi, Games (which is highlighted with a white background), Gambling, and Exchanges. Below the tabs, the page title is "Blockchain Games". A descriptive text follows: "Blockchain games are any games that include blockchain technology in its backend or mechanics in general. One feature driving the adoption and use of blockchain tech in games is the ability of players to store items on the blockchain. Purchased items can be transferred to a wallet, making them permanently yours." To the left, there's a "Top 5" chart comparing five games based on Users and Volume. The games listed are PlayMining Puzzle (ETH), Alien Worlds (WAX), Upland (EOS), Galaxy Blocks (ThunderCore), and Splinterlands (Hive). Each game entry includes its logo, name, blockchain, and a percentage change. A "Open full rankings" button is at the bottom of this section. To the right, there's a "USERS AND VOLUME COMPARISON" chart showing a significant spike in both users and volume starting in April 2021. The chart has two y-axes: one for "Users" (0 to 200,000) and one for "Volume" (\$0 to \$100,000,000). The DappRadar logo is centered below the chart. Below the chart, there are two promotional banners. The first is for "MegaCryptoPolis" which launches a "DeFi powered \$MEGA token to enable yield farming". The second is for "Check your NFT Portfolio" with a "Chance to get 108 USD!" offer. A red arrow points from the text "Banner size:" to the "Check your NFT Portfolio" banner.

Banner size:

Desktop 248 x 312 px, Mobile 402 x 200 px

Avg. monthly impressions: 25,000
Price per week: US\$500



ADVERTISING - Games page carousel banner placement

The screenshot shows the DappRadar Blockchain Games page. At the top, there are navigation tabs: NFTs, DeFi, Games (which is highlighted), Gambling, and Exchanges. Below the tabs, the page title is "Blockchain Games". A descriptive text follows: "Blockchain games are any games that include blockchain technology in its backend or mechanics in general. One feature driving the adoption and use of blockchain tech in games is the ability of players to store items on the blockchain. Purchased items can be transferred to a wallet, making them permanently yours." To the left, there's a "Top 5" chart with two tabs: "USERS" and "VOLUME". The "VOLUME" tab is selected, showing data for five games: PlayMining Puzzle (Ad), Alien Worlds, Upland, Galaxy Blocks, and Splinterlands. An arrow points to the "PlayMining Puzzle" entry, which is highlighted with a red border. To the right of the chart is a "USERS AND VOLUME COMPARISON" line graph from DappRadar. The graph tracks "Users" (black line) and "Volume" (green line) from November 2020 to April 2021. Both metrics show a steady increase, with a significant spike in volume occurring in March and April 2021. Below the chart and graph are two promotional banners: one for "MegaCryptoPolis launches DeFi powered \$MEGA token to enable yield farming" and another for "Check your NFT Portfolio".

No banner required.

Avg. monthly impressions: 25,000
Price per week: US\$1,000



ADVERTISING ON DAPPRADAR

FAQ

DappRadar Advertising FAQ

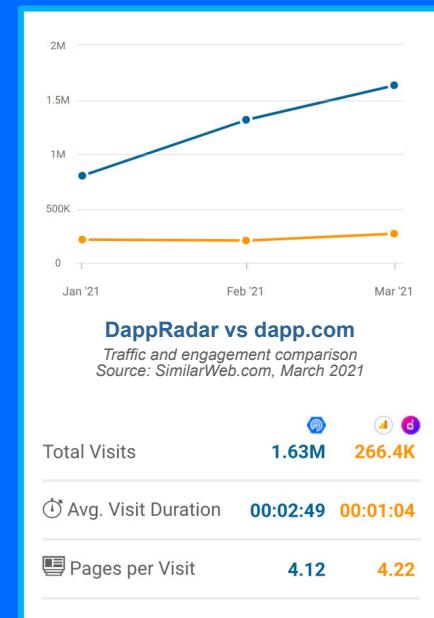
Q: What kind of audience does DappRadar attract?

A: *DappRadar's audience is...*

- **Numerous:** As of March 2021, DappRadar attracts 500.000 active unique visitors a month, generating an average of 5.5 million pageviews.
- **Global:** DappRadar enjoys extensive viewership from across the world. In 2020, DappRadar's top 10 countries were:



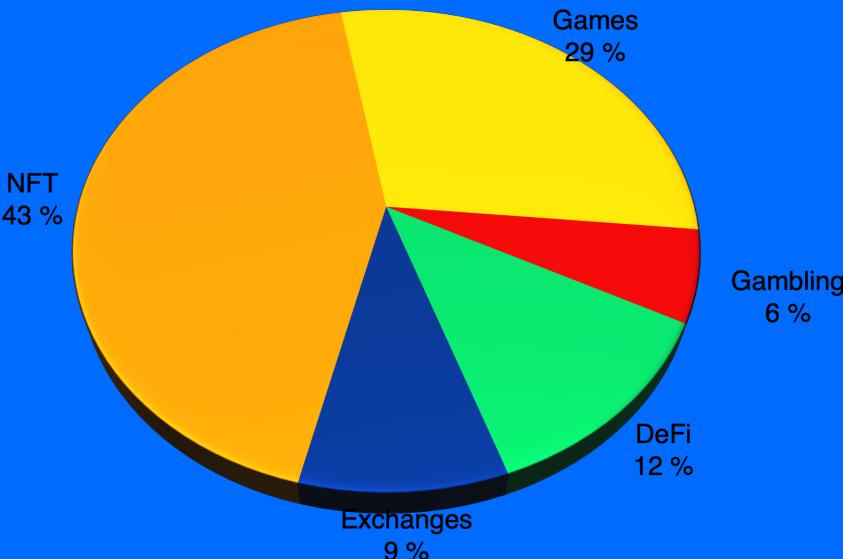
- **Crypto educated:** On average, 85% of DappRadar's monthly visitors have wallets installed and switched on.



DappRadar Advertising FAQ

Q: How is DappRadar's traffic broken down by section?

A: As of March 2021, DappRadar's monthly traffic can be broken down according to these averages.



DappRadar Advertising FAQ

Q: Is it possible to share previous client campaign metrics?

A: DappRadar can not share previous campaign metrics but can supply average CTR and impression metrics for placements.

Q: How many impressions/clicks will my campaign achieve?

A: It is impossible to predict the success of individual campaigns but the most important factors can be distilled into the following:

- The number of placements across the site
- Quality of collateral
- Length of campaign

DappRadar will work with you to ensure that the best balance of these areas are achieved with your campaign goals in mind.

Q: Can I provide custom links for the campaign?

A: Yes, DappRadar can use any custom links for any placement.



DappRadar Advertising FAQ

Q: Can DappRadar help me with editorial content?

A: DappRadar offers a wide range of editorial content options, ranging from educational and introductory pieces, to advocacy articles and social media broadcasts.

Options for content include:

- Articles: US\$1,000 per article
- Social media broadcast (across Twitter, Facebook, Telegram and WeChat): US\$500 per broadcast
- YouTube (e.g. know-how guides): US\$1,400 per video
- Ask Me Anything (AMA): US\$800 per AMA



DappRadar Advertising FAQ

Q: Does DappRadar offer trial promotional campaigns?

A: *DappRadar does not offer trial campaigns. The minimum period for advertising slots is 4 weeks. The minimum spend when buying advertising is US\$3,000.*

Q: What are average lead times to placing an advert?

A: *While DappRadar will try to accommodate all timeframes, it is recommended that advertising bookings are made at least one month in advance to ensure that desired and top performing placements are available.*



Q: Can I pay in cryptocurrency?

A: Yes, DappRadar accepts payments in most of the popular crypto's, such as BTC, ETH, USDT (ERC-20), BNB, BUSD.



DappRadar Advertising FAQ

Q: How can I start advertising on DappRadar?

A: To begin your journey with DappRadar, please reach out to Evelina (evelina@dappradar.com) in the first instance. It would help the team greatly if you have the answers for following questions outlined:

- 1. Which placements you are interested in and how long you would like the campaign to run.*
- 2. What are the campaign's goals you are trying to achieve (user acquisition, branding and awareness etc.).*

***PLEASE NOTE: The minimum period for advertising slots is 4 weeks.
Minimum spend is US\$3,000.***

