

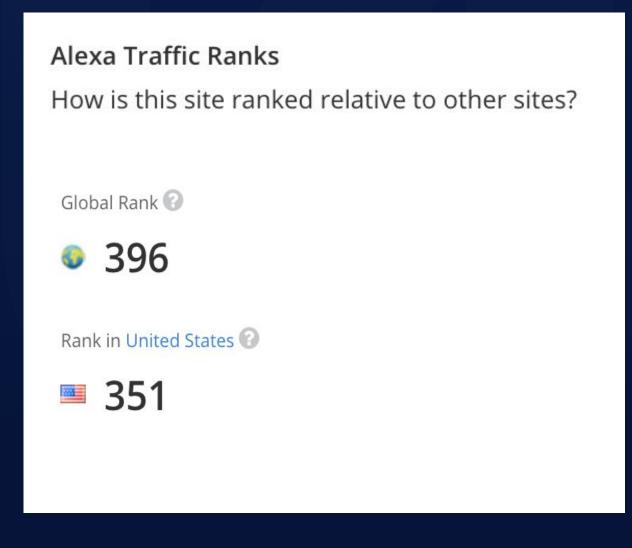
Medic Kit

٦



CoinMarketCap is the world's #1 information source for cryptocurrencies.

We started in 2013 as a project for the cryptocurrency community. Since then, we have become the world's most-loved and trusted cryptocurrency info site, ranking as a Top 400 site globally, above sites such as CNBC and WSJ.



Cited by top media globally

Forbes Bloomberg THE WALL STREET JOURNAL



The Economist









CoinMarketCap is the best place to run advertising relevant to a growing crypto base.



Targeted, engaged audience

User base is strongly interested and invested in crypto, and return multiple times daily to track info.

From exchanges to gaming products, we run unconventional ads that may be strictly regulated elsewhere.



Ads for your product categories



Superior performance over benchmarks

Clickthrough performance is higher than average industry benchmarks, across various ad properties.

<u>coinmarketcap.com</u>







Our traffic is the highest among all crypto sites with highly engaged, returning users.

MONTHLY PAGE VIEWS

132M

DAILY ACTIVE SESSIONS

RETURNING USERS

41%

SESSIONS PER USER

5.99

* Data based on Nov 1 - Nov 30, 2018

1.74M

DAILY ACTIVE USERS

290K

OF WHICH

PAGES PER SESSION

2.54

AVERAGE SESSION TIME

05:16

coinmarketcap.com



4



We can geo-target your ads to some of the highest-value crypto markets around the world.

Americas
 Europe
 Asia
 Asia
 Oceania
 Africa
 Others

35.61% 34.98% 23.88% 3.19% 1.90% 0.44%

coinmarketcap.com





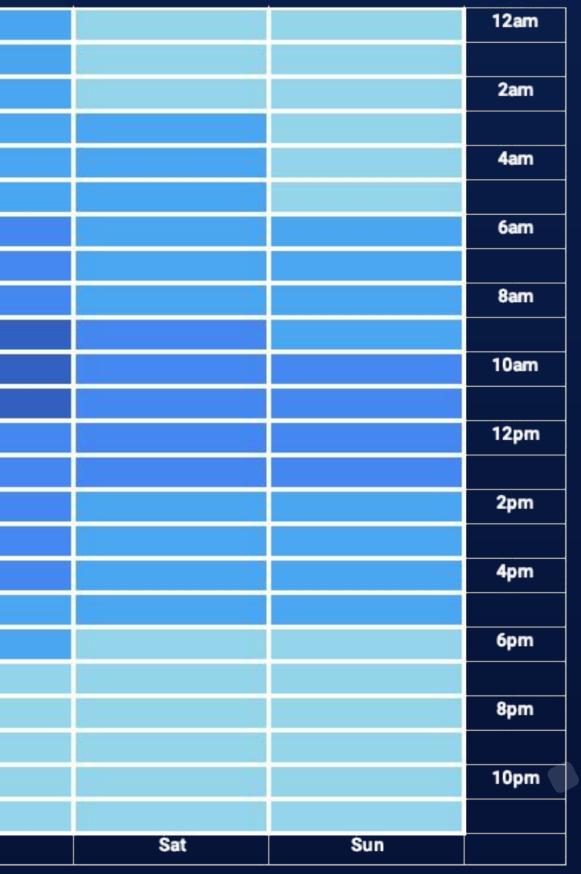
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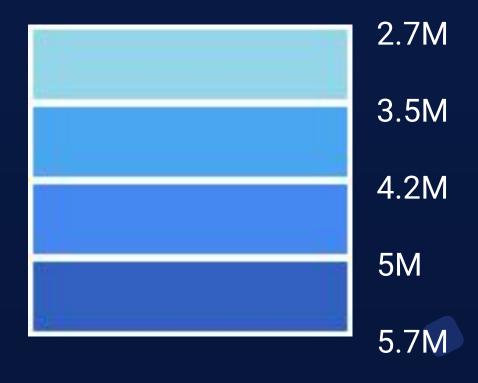


# We can also recommend specific dates and times that work best for your product.

| Mon | Tue | Wed | Thu | Fri |
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Page views







# Choose to serve your ads in an environment that works best for your product.

### SPLIT OF USERS ACROSS PLATFORMS:



*Example:* If you own a trading platform that has the best success converting users on desktop, you can choose desktop-only targeting.

coinmarketcap.com



7



# We offer tailored reach to audiences with strong affinities for related segments.

\* Data from Google Analytics



## Financial Services/Investments



## Technophiles/Software & Productivity



Media & Entertainment/Movie Lovers



Health & Fitness Buffs



Luxury Shoppers

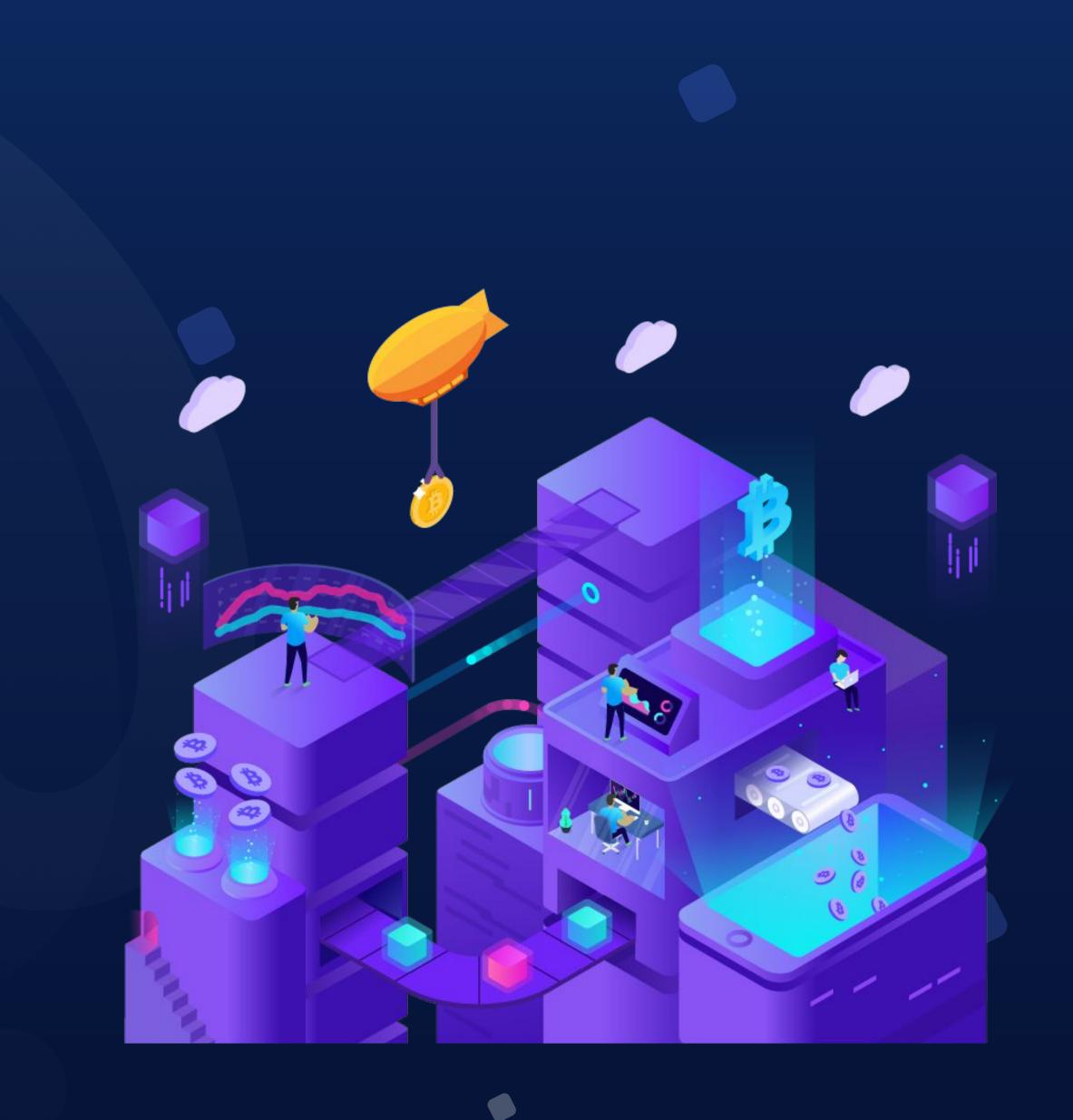






# Media offerings

Options and details



<u>coinmarketcap.com</u>





# **Overview of CoinMarketCap advertising options**

**BRANDING AND CONVERSION** 

# Banners

Put your product in focus on CoinMarketCap with display banners.

**RELEVANT SOCIAL OUTREACH** 

Social

Get your share of voice among crypto followers with our strong fan base.

**REACH AVID NEWS READERS** 

Reach our engaged and highly-targeted crypto enthusiasts audience.

EXPLAINERS AND GUIDES

Videos

Tell your story with the video format, delivering more in-depth brand content.

# Newsletter

DEDICATED CONTENT EDUCATION Blog

Build thought leadership among the best content in the industry.

**RETARGET AND EXPAND REACH** 

# Programmatic

Extend your mileage by retargeting and reaching users on other sites or apps.







# Quick reference for advertising options

#### **Placement type**

Header banner Site banners (desktop) Site banners (mobile) iOS app banner Button partnership Sponsored listings spo Newsletter Blog Twitter promotion Facebook promotion Telegram promotion Programmatic

|     | Page(s) |
|-----|---------|
|     | 13 - 14 |
| )   | 15 - 17 |
|     | 18 - 19 |
|     | 20      |
|     | 21 - 22 |
| ots | 23 - 27 |
|     | 28 - 30 |
|     | 31 - 33 |
|     | 35      |
|     | 36      |
|     | 37      |
|     | 38 - 39 |





# We use the industry standard Cost Per Thousand (CPM) to run your campaigns.

What is CPM, and how does it work?



### Brand awareness

Your ads will be displayed to users, who may develop recognition and recall for your brand even without clicking.

Being a standard, it is easy for everyone to understand and account for, and is a basis for click-through rates (CTR).



### Easy & accurate count



### Viewed ads only

Ads which are blocked by an adblocker, or not scrolled and seen will not count towards your CPM measurement.



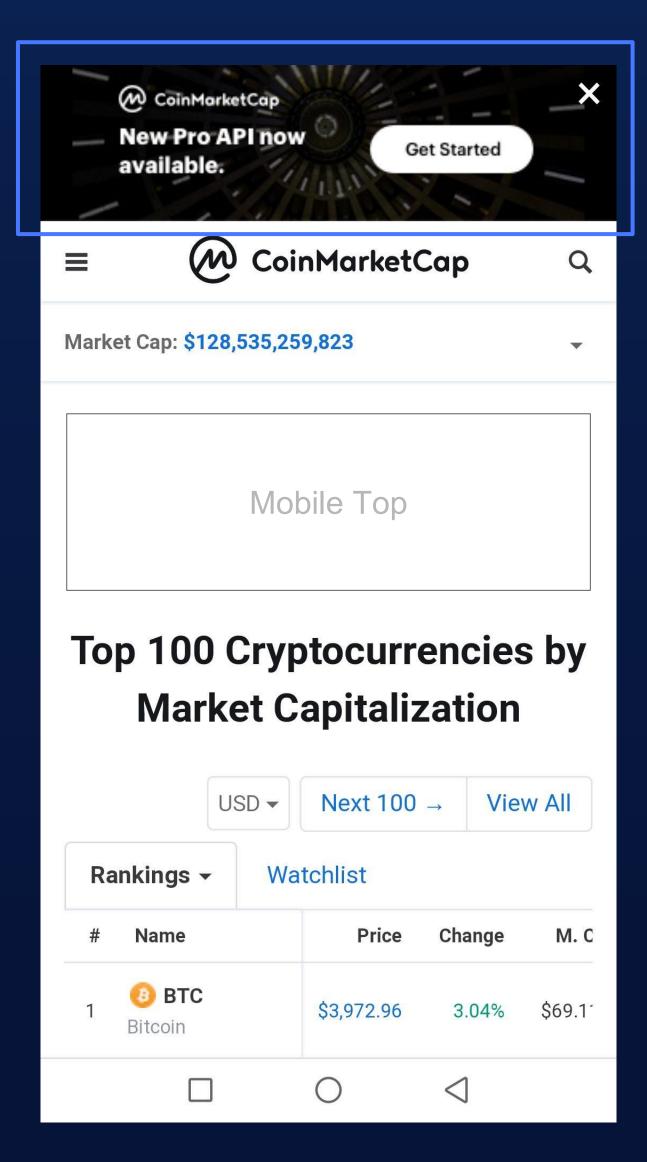




# Header banner

Get maximum visibility with our header banner with 100% guaranteed display to all users of CoinMarketCap on web and mobile, on the day that you run it.

| @                        | CoinMarketCap    | Pro-grade crypto d<br>Our New Pro API 1 |                     | product or fund. Try   |                          | Get Start    | ed Now                  | >        |
|--------------------------|------------------|-----------------------------------------|---------------------|------------------------|--------------------------|--------------|-------------------------|----------|
| Cryptocurrencies: 2071 • | Markets: 15636 · | Market Cap: \$128,525,                  | 908,097 · 2         | 24h Vol: \$18,885,708, | 069 • BTC Dominance: 53. | 8%           | English <del>-</del>    | USD - (  |
| CoinMar                  | ketCap           | Rankings - Trend                        | ing <del>-</del> To | ols - Services         | •                        |              | Search                  | Q        |
|                          |                  |                                         | D                   | esktop To              | p                        |              |                         |          |
| Cryptocurrencies -       | Exchanges -      |                                         | tocurre             | encies by N            | larket Capitaliz         |              | USD <b>-</b> Next 100 → | View All |
| # Name                   |                  | Market Cap                              | Price               | Volume (24h)           | Circulating Supply       | Change (24h) | Price Graph             | ı (7d)   |
| 1 0 Bitcoin              |                  | \$69,114,107,918                        |                     |                        | 17,394,612 BTC           | 3.07%        | min                     |          |
| 2 × XRP                  |                  | \$15,056,134,815                        | \$0.373348          | \$1,050,179,273        | 40,327,341,704 XRP *     | 6.60%        | mon                     | ~~       |







# Header banner

- One of our most popular and premium ad placements on the site due to the brand uplift and recognition by users.
- Can be booked by day, subject to availability. Please try to book in advance as these tend to fill up quickly.
- Please enquire for pricing for the header banner based on your campaign dates.





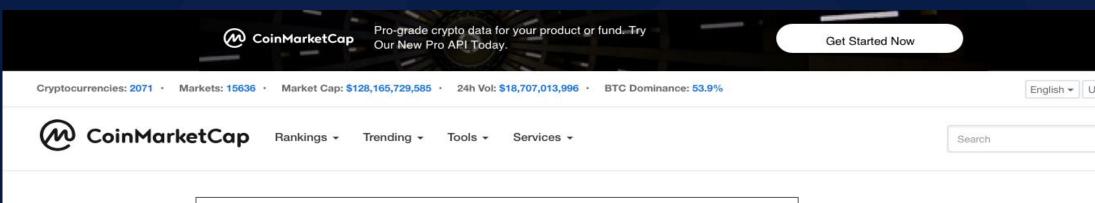






# Site banners (desktop)

Choose from top, side, and bottom on desktop. Your ad can be displayed on the main and details page – you can choose which crypto pages to display on.





#### Top 100 Cryptocurrencies by Market Capitalization

| Cryp | tocurrencies - | Exchanges - | Watchlist        |            |                 |                      |              | USD → Next 100 → N | /iew All |
|------|----------------|-------------|------------------|------------|-----------------|----------------------|--------------|--------------------|----------|
| # N  | Name           |             | Market Cap       | Price      | Volume (24h)    | Circulating Supply   | Change (24h) | Price Graph (7d    | )        |
| 1    | Bitcoin        |             | \$69,015,383,293 | \$3,967.62 | \$6,288,264,850 | 17,394,662 BTC       | 2.82%        | mon                |          |
|      | × XRP          |             | \$15,000,725,577 | \$0.371974 | \$1,043,309,893 | 40,327,341,704 XRP * | 6.07%        | m                  |          |
|      | Ethereum       |             | \$11,758,980,972 | \$113.68   | \$2,149,200,827 | 103,436,664 ETH      | 2.66%        | m                  |          |
| 0    | Bitcoin Cash   |             | \$3,465,827,793  | \$198.29   | \$278,148,212   | 17,478,238 BCH       | 15.82%       | han                |          |
| C    | © EOS          |             | \$2,980,934,069  | \$3.29     | \$998,014,622   | 906,245,118 EOS *    | 0.56%        | mon                |          |
| 1    | 🛱 Stellar      |             | \$2,928,235,768  | \$0.152911 | \$116,276,758   | 19,149,937,595 XLM * | 5.18%        | m                  | ***      |
| (    | 2 Litecoin     |             | \$1,839,319,036  | \$31.01    | \$531,429,829   | 59,316,738 LTC       | 6.66%        | mun                | ***      |
| 3    | Tether         |             | \$1,828,793,681  | \$0.985118 | \$4,694,100,523 | 1,856,421,736 USDT * | 0.58%        | hunger             | •••      |
|      | Cardano        |             | \$975,196,121    | \$0.037613 | \$31,838,876    | 25,927,070,538 ADA * | 4.82%        | m                  |          |



|                     | Mai                                          | n Page                                                                                                                                  |                                       |                                 |  |
|---------------------|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------|--|
|                     | 99 <b>()</b> BOScoin<br>100 <b>()</b> Linkey |                                                                                                                                         | 456,838,751 BOS *<br>50,000,000 LKY * | 2.73% http://www                |  |
|                     | 100 Linkey * Not Mineable                    | Total Market Cap: \$128,128                                                                                                             |                                       | Next 100 $\rightarrow$ View All |  |
| ctop                |                                              | Last updated: Nov 26, 2018 1:32 P<br><b>Sign up for our news</b><br>Get crypto analysis, news and updates, right to your inbox! Sign up | letter                                | one.                            |  |
| <b>de</b><br>600 px |                                              | Enter your email Subscribe now                                                                                                          |                                       |                                 |  |
|                     |                                              | Desktop Bot<br>728 x 90 px                                                                                                              | tom                                   |                                 |  |





# Site banners (desktop)

Choose from top, side, and bottom on desktop. Your ad can be displayed on the main and details page – you can choose which crypto pages to display on.

| 🕢 CoinMarketCa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pro-grade crypto data for your product or fund.<br>Try Our New Pro API Today. Get St                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | arted Today                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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USD - C                                                                                               | —— Details Page                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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                                                                                   |                                                                                                                 | \$5,000.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        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| Bitcoin (втс)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | \$3,966.62 USD (2.90%)<br>1.0000000 BTC (0.00%)<br>Sponsored<br>* Share * Watch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| Bank 1<br>& Website                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Market Cap Volume (24h) Circulating Supply Max Supply                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                 | — Market Cap — Price (USD) — Price (BTC) • 24h Vol coinmarketcap.com                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul> <li>Q Explorer</li> <li>Q Explorer 2</li> <li>Q Explorer 3</li> <li>Message Board</li> <li></li> <li>Source Code</li> <li>Technical Documentation</li> <li>Coin Mineable</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | \$68,997,940,920 USD \$6,309,233,146 USD 17,394,650 BTC 21,000,000 BTC 17,394,650 BTC 1,591,002 BTC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Desktop<br>Side<br>160 x 600 px                                                                                 | Sign up for our newsletter         Get crypto analysis, news and updates, right to your inbox! Sign up here so you don't miss a single one.         Enter your email         Subscribe now                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| ▲ Charts Arkets Social<br>Bitcoin Charts<br>Zoom 1d 7d 1m 3m 1y                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        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                                                                                   |                                                                                                                 | Desktop Bottom<br>728 x 90 px                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | \$20,000.00<br>\$15,000.00<br>\$10,000.00<br>\$5,000.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Related<br>Cryptocurrencies<br>Cardano (ADA)<br>Cardano (ADA)<br>OmiseGO (OMG)<br>Dash (DASH)<br>Ethereum (ETH) | Useful Links       Donate         Advertise       Request Form       BTC: 3CMCRgEm8HVz3DrWaCCid3vAANE42jcEv9         Professional API       Careers       LTC: LTdsVS8VDw6syvfQADdh12PHAm3rMGJvPX         Public API       Blog       ETH: 0x0074709077B8AE5a245E4ED161C971Dc4c30         Disclaimer       Newsletter       BCH: 1LVXG4Z4oF6TrJImUfSuLX8nqb8c5eCwha         Privacy       Facebook       Secure your crypto assets         Terms       Twitter       Ledger         Methodology       Night Mode       Downloads                                                                                                                                                                                                                                                                                                  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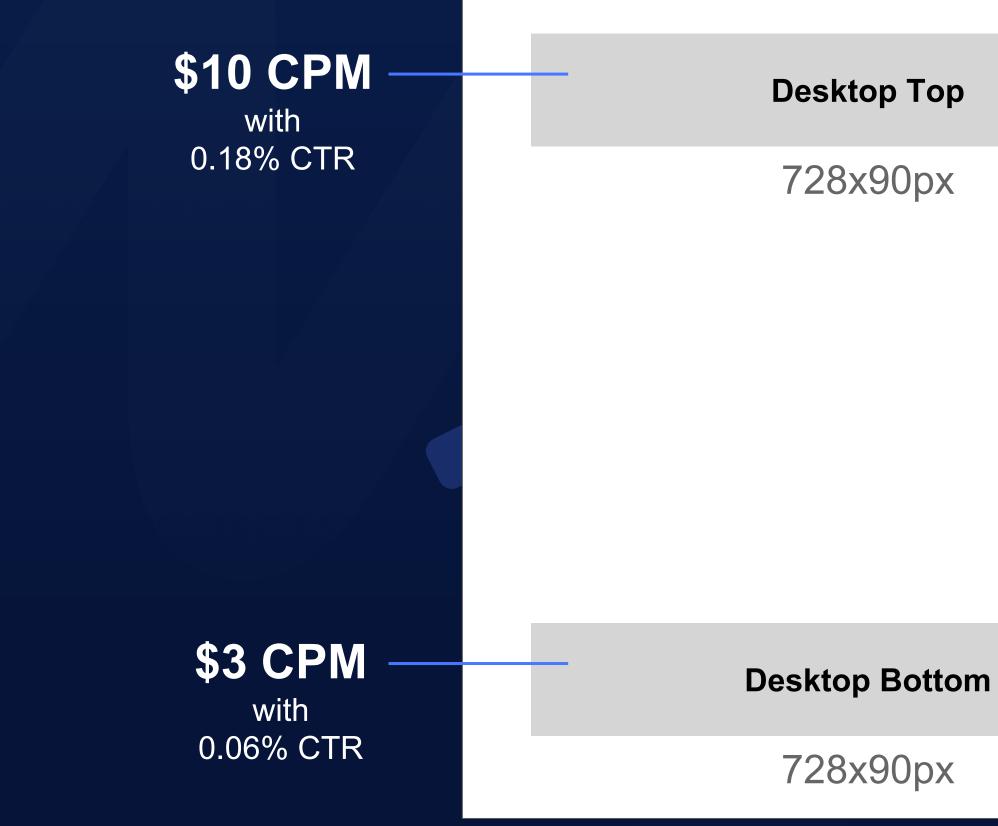






# Site banners (desktop)

With 50.2% of all CoinMarketCap audiences on desktop, you can choose to scope within specific geographies and still reach the right customers for you.





Desktop 160x600px Side

Click-through rate: 0.15%

vs. industry benchmark: 0.03% (source: AppNexus)

**\$6 CPM** with 0.08% CTR

> CPM = Cost per thousand impressions CTR = Click-through rates

> > coinmarketcap.com



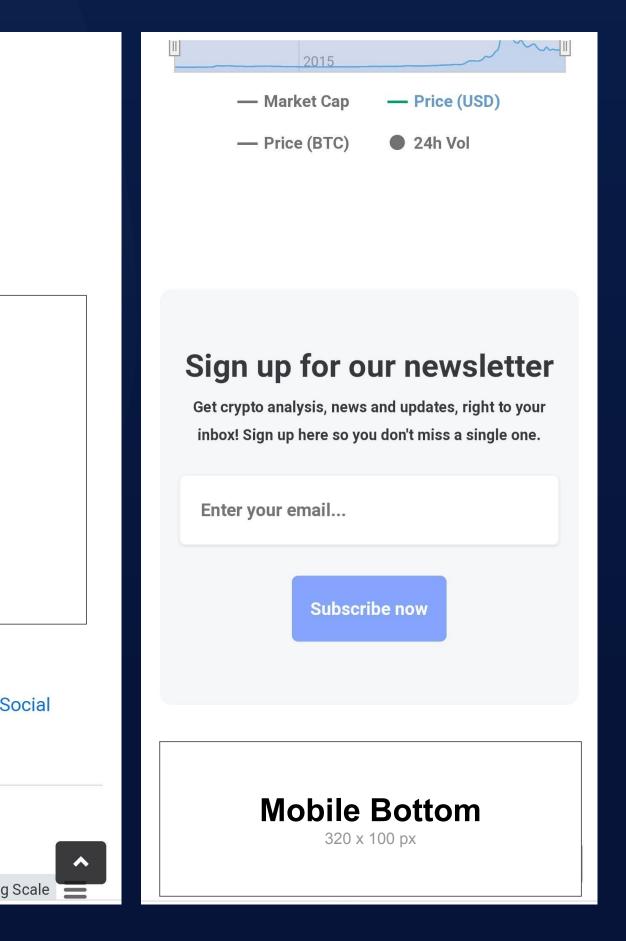
17



# Site banners (mobile)

Choose from top, mid, and bottom on mobile. Mid and bottom ads can be shown on details page only – you can choose which crypto pages to display on.

| https://coinmarketcap.com/c                                   | •                          | <ul><li>Q Explorer 3</li><li>I≡ Message Board</li></ul> |
|---------------------------------------------------------------|----------------------------|---------------------------------------------------------|
| CoinMarketCap<br>New Pro API now<br>available.<br>Get Started | ×                          | Source Code Technical Documentation Coin Mineable       |
| $\equiv$ $\bigcirc$ CoinMarketCap                             | Q                          |                                                         |
| Market Cap: \$123,016,539,731                                 | •                          |                                                         |
| Mobile Top<br>320 x 100 px                                    | Mobile Mid<br>300 x 250 px |                                                         |
| Bitcoin (втс)                                                 |                            |                                                         |
| \$3,815.75 USD (-0.79%)                                       |                            | L Charts Markets S                                      |
| ✓ Share ★ Watch                                               |                            | Fools 🛗 Historical Data                                 |
| Buy ✔ Get Wallet ✔ Get Loan ✔                                 |                            | Bitcoin Charts<br>Linear Scale Log                      |

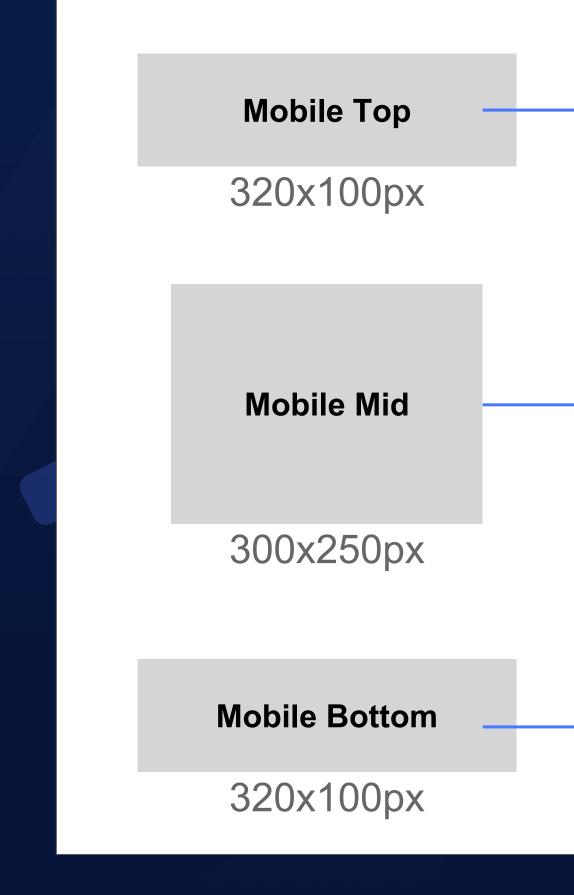






# Site banners (mobile)

With 45.86% of all CoinMarketCap audiences on mobile, you can choose to scope within specific geographies and still reach the right customers for you.



**\$6 CPM** with 0.20% CTR

**\$4 CPM** with 0.16% CTR



0.04% CTR

CPM = Cost per thousand impressions CTR = Click-through rates

coinmarketcap.com

### Click-through rate: 0.18%

### vs. industry benchmark: 0.03%

(source: AppNexus)





# iOS app banner

Put your ad in a dedicated space on the mobile app, where our engaged users return often to check crypto prices. (Android available January 2019)

| 6:56 ≁                       |              |            |  |  |  |  |  |  |  |  |
|------------------------------|--------------|------------|--|--|--|--|--|--|--|--|
| CoinMarketCap Q              |              |            |  |  |  |  |  |  |  |  |
| Total Market Cap: \$292.69 B |              |            |  |  |  |  |  |  |  |  |
| Top 100                      | A Rank       | <          |  |  |  |  |  |  |  |  |
| # NAME                       | PRICE        | CHANGE 24H |  |  |  |  |  |  |  |  |
| 1  Bitcoin BTC               | \$8172.80    | -0.34%     |  |  |  |  |  |  |  |  |
| 2 🕴 Ethereum ETH             | \$455.89     | -2.09%     |  |  |  |  |  |  |  |  |
| 3 XRP XRP                    | \$0.445724   | -1.50%     |  |  |  |  |  |  |  |  |
| 4 10 Bitcoin Cash BC         | H \$815.26   | -1.23%     |  |  |  |  |  |  |  |  |
| 5 6 EOS EOS                  | \$7.82       | -5.59%     |  |  |  |  |  |  |  |  |
| 6 🦸 Stellar XLM              | \$0.295471   | -3.74%     |  |  |  |  |  |  |  |  |
| 7 🛞 Litecoin LTC             | \$82.85      | -1.23%     |  |  |  |  |  |  |  |  |
| 8 🤷 Cardano ADA              | \$0.154557   | -5.12%     |  |  |  |  |  |  |  |  |
| 9 👻 IOTA MIOTA               | \$0.976026   | -3.22%     |  |  |  |  |  |  |  |  |
| 10 🗊 Tether USDT             | \$0.999786   | 0.09%      |  |  |  |  |  |  |  |  |
| 11 📴 TRON TRX                | \$0.036422   | -8.12%     |  |  |  |  |  |  |  |  |
| 12 🧟 Monero XMR              | \$132.24     | -2.13%     |  |  |  |  |  |  |  |  |
| <sup>13</sup> iOS            | Bottom       | ò          |  |  |  |  |  |  |  |  |
|                              | 20 x 50 px   |            |  |  |  |  |  |  |  |  |
| 15 👙 Ethereum Classi         | CEIC \$17.12 | 1.55%      |  |  |  |  |  |  |  |  |

**Mobile Bottom** 

320x50px

### Mobile conversions: 0.4% CTR + 100% in view

vs. industry benchmark: only 28% in view 5 secs or more

(source: AppNexus)

### **Contact for pricing** 0.4% CTR

CTR = Click-through rates









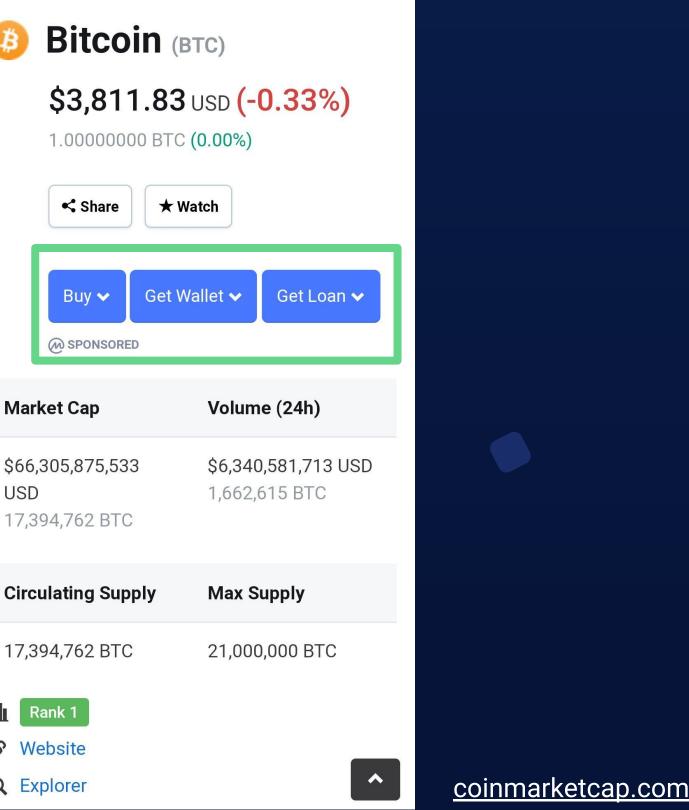


### **Buttons**

# **Button Partnership**

We are currently inviting select partners to participate in an exclusive program to be featured on all 2000+ cryptocurrency detail pages of our site across web and mobile.

| Cryptocurrencies: 2071 · Markets: 15636 · I                                                                                           | Market Cap: \$122,954,841,302 • 24h Vol                                                                                                                               | : \$18,856,772,969 • BTC Dom         | inance: 53.9%      | English - USD -                       | - |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------------|---------------------------------------|---|
| CoinMarketCap                                                                                                                         | ankings - Trending - Tools -                                                                                                                                          | Services -                           | Se                 | arch Q                                |   |
|                                                                                                                                       | Des                                                                                                                                                                   | ktop Top                             |                    |                                       |   |
| Bitcoin (BTC)                                                                                                                         | \$3,816.11 USD (-(<br>1.0000000 BTC (0.00%)<br><share *watch<="" td=""><td>0.29%)</td><td>Buy 🗸</td><td>Get Wallet ✔ Get Loan ✔<br/>@ sponsore</td><td>D</td></share> | 0.29%)                               | Buy 🗸              | Get Wallet ✔ Get Loan ✔<br>@ sponsore | D |
| Rank 1                                                                                                                                | Market Cap                                                                                                                                                            | Volume (24h)                         | Circulating Supply | Max Supply                            |   |
| <ul> <li>Website</li> <li>Q Explorer</li> <li>Q Explorer 2</li> <li>Q Explorer 3</li> <li>Image Board</li> <li>Source Code</li> </ul> | \$66,380,210,948 USD<br>17,394,737 BTC                                                                                                                                | \$6,337,227,166 USD<br>1,661,002 BTC | 17,394,737 BTC     | 21,000,000 BTC                        |   |









### Buttons

# **Button Partnership**

- We can show your brand or product exclusively for a particular category.
- There will be a direct link to your site, with options for additional exposure in the form of ads and co-marketing on our blog/newsletter.
- You may also partner for exclusive homepage and footer links.

Please reach out to <u>emily@coinmarketcap.com</u> for the next steps.

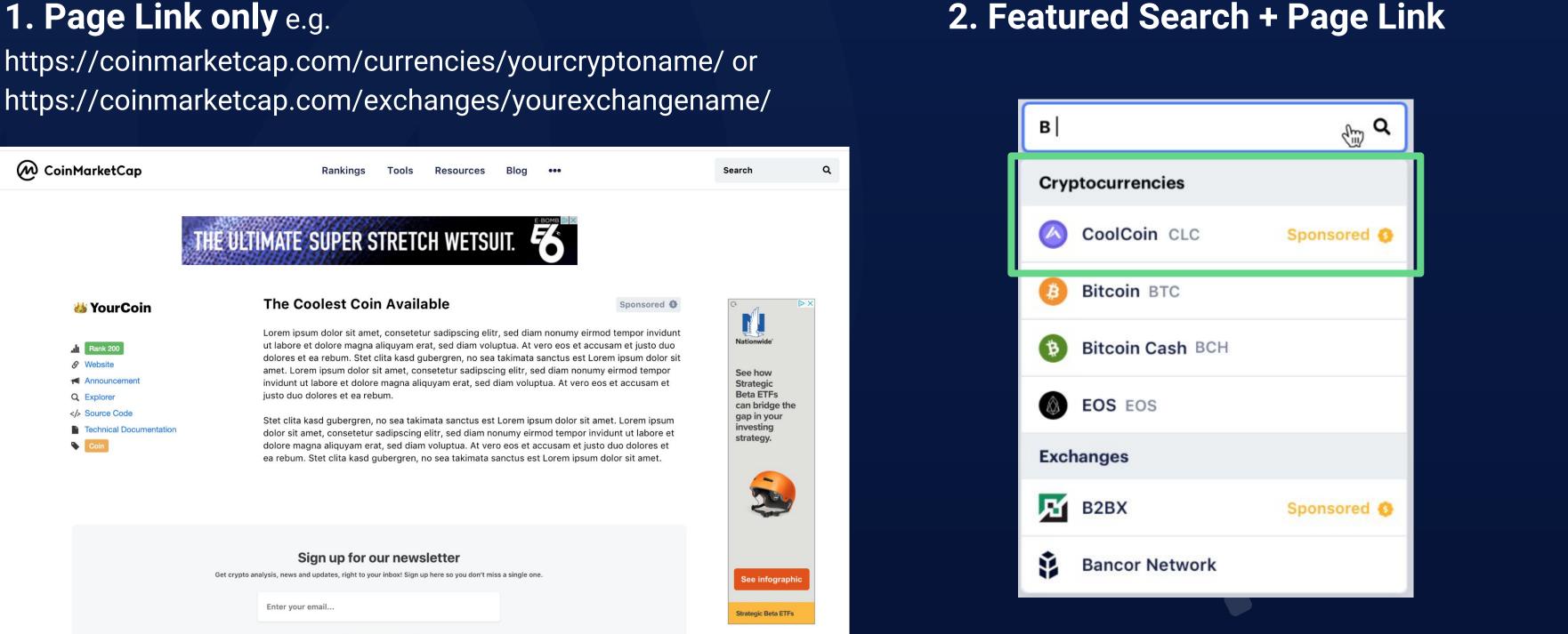




# Sponsored Listing Spot (Not yet listed)

Ensure that your cryptocurrency or exchange turns up in searches on CoinMarketCap even if you haven't been listed or given a circulating supply yet.

### 1. Page Link only e.g.









# **Sponsored Listing Spot** (Not yet listed)

- A sponsored listing spot will ensure that your users or investors can find you while searching on CoinMarketCap for you, even if you haven't completed your listing process yet. This is a great solution to boost your visibility in the meantime.
- Important note: A sponsored listing spot in search DOES NOT guarantee listing on CoinMarketCap and WILL NOT expedite your listing process. Please refer to our <u>Methodology</u> page for listing requirements, tips and policies regarding your application.

Please reach out to advertising@coinmarketcap.com for the next steps.



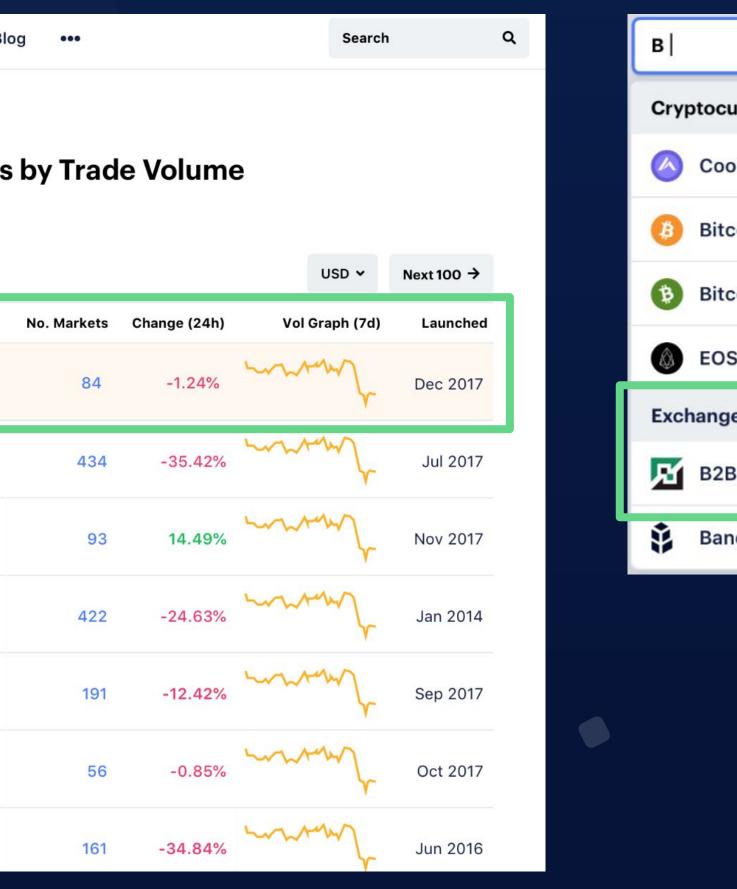


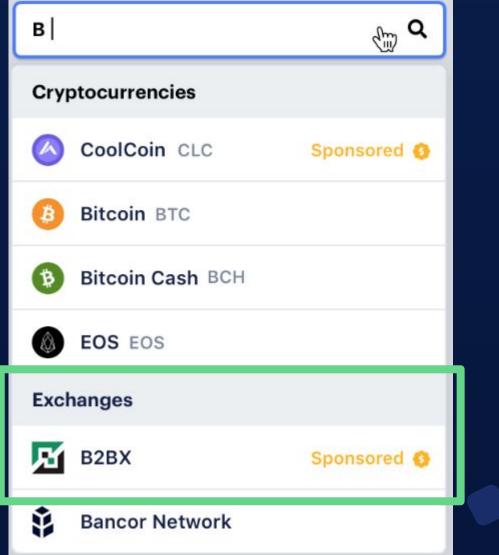


# Sponsored Listing Spot (Listed exchange)

Get maximum visibility for your exchange in searches and the exchange ranking pages on CoinMarketCap.

| @ co | oinMarketCap           |               | Ranking        | gs Tools    | Resources                    | Blog  |
|------|------------------------|---------------|----------------|-------------|------------------------------|-------|
|      |                        | Top 10        | 00 Cryptoc     | _           | Exchange<br><sub>Beta)</sub> | es by |
|      | Cryptocurrencies       | Exchanges     | Watchlist      |             |                              |       |
|      | # Name                 | Adj.Vol (24h) | * Volume (24h) | Volume (7d) | Volume (30d)                 | No    |
|      | CoinTiger<br>Sponsored | \$106.95 N    | 4 \$106.95 M   | \$571.74 M  | \$3.03 B                     |       |
|      | 1 💠 Binance            | \$478.27 N    | 1 \$478.27 M   | \$2.86 B    | \$17.21 B                    |       |
|      | 2 ⑧ <b>ZB.com</b>      | \$327.29 N    | 1 \$342.04 M   | \$1.52 B    | \$10.45 B                    |       |
|      | 3 🔹 ОКЕх               | \$294.57 N    | 1 \$294.57 M   | \$1.80 B    | \$12.72 B                    |       |
|      | 4 💿 CoinBene           | \$281.92 N    | 1 \$281.92 M   | \$1.43 B    | \$8.87 B                     |       |
|      | 5 <b>O Cryptonex</b>   | \$279.00 N    | 1 \$279.00 M   | \$1.39 B    | \$6.12 B                     |       |
|      | 6 🔁 Bit-Z              | \$267.75 N    | 1 \$267.75 M   | \$1.48 B    | \$10.97 B                    |       |











# Sponsored Listing Spot (Listed cryptocurrency)

### Get maximum visibility for your cryptocurrency in searches on CoinMarketCap.

CoinMarl

| ket | Ca  | p                         | Ranking    | gs Tools Resources        | Blog ••    | •               |
|-----|-----|---------------------------|------------|---------------------------|------------|-----------------|
|     |     |                           |            |                           |            |                 |
|     |     |                           | Riggest Ga | ainers & Loser            | c          |                 |
|     |     |                           |            | 24h) is at least \$50,000 | 5          |                 |
|     | USD | •                         |            |                           | +          | Back to Top 100 |
|     |     |                           |            |                           |            |                 |
| В   | igg | jest Gainers*             |            |                           | 1h         | 24h 7d          |
|     | #   | Name                      | Symbol     | Volume (24h)              | Price      | % 24h           |
|     | 1   | Bitcoin<br>Sponsored ()   | BTC        | \$300,915                 | \$0.003477 | -0.02%          |
|     | 2   | Litecoin                  | LTC        | \$159,536                 | \$0.152442 | -0.02%          |
|     | 3   | 🚫 Namecoin                | BTC        | \$31,054,505              | \$0.004008 | -0.02%          |
|     | 4   | O Peercoin                | BTC        | \$340,856                 | \$0.002874 | -0.02%          |
|     | 5   | Feathercoin     Sponsored | BTC        | \$797,555                 | \$0.057829 | -0.02%          |
|     | 6   | 🕛 Primecoin               | BTC        | \$77,284                  | \$0.004008 | -0.02%          |
|     | 7   | 💮 Terracoin               | BTC        | \$1,765,084               | \$0.152442 | -0.02%          |
|     | 8   | Devcoin                   | BTC        | \$1,029,155               | \$0.003477 | -0.02%          |
|     | 9   | Digitalcoin               | BTC        | \$24,223,857              | \$0.002211 | -0.02%          |







# Sponsored Listing Spot (Already Listed)

• A sponsored listing spot will boost your marketing efforts by showing your cryptocurrency or exchange in prominent locations across the site:  $\circ$  On the exchange ranking page for exchanges, On the biggest gainers/losers page for cryptocurrencies. • Both will turn up in search results for the largest visibility gains. • A "Sponsored" tag will show up on your page:

| Skycoin (SKY) Sponsored                              | \$0.896673 USD<br>0.00026401 BTC (1.39%<br>Share * Watch | Buy 🗸                              |                  |
|------------------------------------------------------|----------------------------------------------------------|------------------------------------|------------------|
| Rank 200                                             | Market Cap                                               | Volume (24h)                       | Circulating Supp |
| <ul> <li>Announcement</li> <li>Q Explorer</li> </ul> | <b>\$11,338,188 USD</b><br>3,338 BTC                     | <b>\$372,716 USD</b><br>109.74 BTC | 12,644,731 SKY   |
| Source Code    Technical Documentation               | Max Supply                                               |                                    |                  |
| Coin                                                 | 100,000,000 SKY                                          |                                    |                  |

Please reach out to <u>advertising@coinmarketcap.com</u> for the next steps.









## Newsletter

# Newsletter metrics

Our daily newsletter provides the top news of the day, and a fun poll. Get top-of-mind awareness among our engaged reader base.

Readership:





Growing +100 per day on average





\* Data as of Dec 31, 2018



Open rate:

45%

Extremely high daily opens vs. industry average

Sponsor click rate:

1.2 - 2%

 $\bigcirc$ 

Targeted click-throughs to product or offer







## Newsletter

# **Sponsored content**

Get your message in front of an engaged, tailored, and daily returning readership. Great for product launches or major announcements.

#### NEXO partners with CoinMarketCap!

You guys know that we are always super open and excited about working with partners

One of our recent partnerships is with Nexo, a crypto-backed lender with one of the world's most advanced instant crypto lending platform. As part of our efforts to make it easier for you to access tools in crypto, you can spot this "Get Loan" button on every coin page. You can expect to access crypto loans in 40+ fiat currencies in over 200 jurisdictions in three super easy steps. Instead of selling your crypto, you can consider HODLing and borrowing against it instead? It's a win-win!

#### Other news

- Gary Cohn, a former chief economic advisor to U.S. President Donald Trump, has joined as an advisor to blockchain startup called "Spring Labs". Spring Labs is seeking to develop a blockchain network for sharing financial data. 😒
- Thanks to the approval by the New York State Department of Financial Services (NYDFS), cryptocurrency exchange Gemini is now supporting LTC trading. Investors will be able to trade LTC, along with the other currencies offered on the exchange like BTC, ETH and ZEC, starting 16 Oct at 13:30 UTC.

**\$2K** per sponsored post





## Newsletter

# Weekly sponsorship

Increase your brand visibility by sponsoring the newsletter for a week. Put your logo and brand prominently before readers. Great for branding and always-on campaigns.



so unexpected by the public to the point where they appeared almost magical to them 🐣







Blog

# **Blog metrics**

Our blog boasts high quality, thought-provoking, in-depth content. Be among the top luminaries in the crypto and blockchain space.

533



Readership of

interested in blockchain and crypto long-form content

众

\* Data as of Nov 30, 2018

### Be among the top

100

crypto projects on CoinMarketCap



### Average of

3%

targeted click-throughs to product or offer







## Blog

# **Sponsored post**

Grow thought leadership, explain your product, and generate new leads by writing for our blog among some of the largest names in crypto. Best paired with a social promotion campaign on our Twitter, Facebook, or Telegram.



# How to list your token/coins on exchanges after your ICO worry-free



alcmc November 15, 2018

Cryptocurrencies are gaining a lot of popularity recently - and with popularity, comes many businesses looking to enter the field. Blockchain is attracting many legitimate businesses looking to apply the technology to their products, but at the same time many less savory characters have also started schemes to scam projects and investors. These days, they do so mainly by spoofing emails or creating fake identities.

Spoof emails have become a popular practice in a scammer's toolkit. It is a technique in which a

coinmarketcap.com

**\$3K** 

per post





Blog

# Sponsored post

- You must provide a working draft including all main points that you want to share with our audience.
- Ideally, content should be informative and/or entertaining, to ensure that your conversion rates are high.
- We will work with you to get the content ready for the blog. We reserve the final right to accept or make edits to the content.
- If you require us to write the content from scratch, each piece will cost \$5K extra, on top of the placement amount of \$3K.











Social

# Social promotion metrics

Tap on our big social media fan base to reach your prospects. Get exposure to the most curated followership in crypto.





Twitter

followers within an engaged Crypto Twitter







Facebook

30K

followers on highestconverting platform

New! Telegram 3.3K  $\sim$ 

> organic engaged daily active community

\* Data as of Dec 2018







## Social

# **Twitter blast**

### Reach prospects with a timely promotional message.



CoinMarketCap 🤣 @CoinMarketCap · Nov 15 your unique views within our global crypto community:



#### Who's buying bitcoin?

for free.

surveymonkey.co.uk





# \$2K per post

### \$3K for 2 bundled posts







## Social

# Facebook blast

### Reach prospects with a timely promotional message.



#### CoinMarketCap

Published by Sprout Social [?] · October 19 · 🚱

Only heard about Proof of Stake and want to know the details in a condensed, easy-to-understand way? Check out this fun post by @LUX\_Coin at: https://blog.coinmarketcap.com/.../a-short-primer-onproof-of...

|                                                                                                                  | ł                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          | L                       | UX                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 | R E                                                | •        |
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#### **BLOG.COINMARKETCAP.COM**

#### A Short Primer on Proof of Stake - CoinMarketCap

Luxcore writes on the CoinMarketCap blog about what proof of stake is,...





...

## \$2K per post

### \$3K for 2 bundled posts



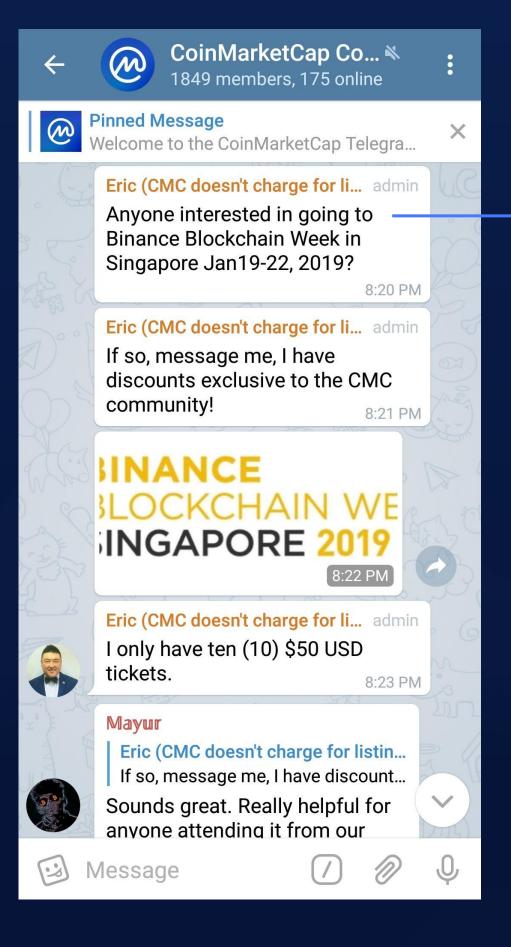




#### Social

# Telegram shoutout

#### Engage the community with a friendly, tailored messaging.





\$2K per post

\$3K for 2 bundled posts



<u>coinmarketcap.com</u>







Programmatic

# Extend your reach with programmatic

Promote your product or company to CoinMarketCap audiences around the world, even when they're browsing other sites or apps.









#### Programmatic

#### Partners

Work with our official partners for programmatic to retarget and reach your customers.

# Crypto Audiences

- Serves U.S. and Asian audiences.
- Also provides advertising services for Facebook and Twitter with CoinMarketCap audiences.

Please contact <u>advertising@coinmarketcap.com</u>



• Serves U.S. and Europe audiences.

Please contact advertising@coinmarketcap.com







# Packages

Maximize your budget based on objectives



<u>coinmarketcap.com</u>







# (A) Product/Event launch

Launch your product or event with a systematic growth and acquisition effort. Below: Sample \$65K budget, extend for more ads or markets/international media

Newsletter + Social

#### Reach

Generate buzz by reaching your audiences through a newsletter post, newsletter sponsorship, and a promotional blast on all our social channels.

Budget: \$15K

23%

Advertising

#### Interest

Find customers or users most interested in your product by remaining top-of-mind throughout your campaign period, on the CoinMarketCap app and site.

Budget: \$20K - \$100K

30%

Videos + Programmatic + Consulting Grow

Further extend your launch by producing 2 videos, placing programmatic ads, and growing to a new market with our native consulting or media partners.

Budget: \$30K - \$80K

47%







# (B) Major announcement

Announce major updates by creating targeted and sustained awareness. Below: Recommended \$40K budget, add more for header banners for maximum impact

Blog

## Explain

Write two posts, one with the announcement (press release) and one explaining the strategy and decision-making behind it.

Budget: \$6K

15%

Newsletter + Social

Share

Place one newsletter post for the press release, and sponsor the newsletter for a week <u>plus</u> share the other blog post on our social media.

Budget: \$15K

37.5%

Advertising

#### Sustain

Target your specific geographies or timings to increase visibility through ads: Header banners work best, or multiple top, side, or bottom ads.

Budget: \$19K - \$100K

47.5+%







# (C) New listing

Tell the world about your new listing on CoinMarketCap! Below: Sample \$10K budget

Social

### Shoutout

Get a special shoutout on our social channels for your project upon listing. Advertising

Appeal

Create greater brand awareness directly on CoinMarketCap with ads on specific (e.g. ETH) or all pages.

Budget: \$3K

30%

Budget: \$5.5K

55%

Videos

### Educate

Conduct a special interview and explainer video to tell the world about your project and the team behind it.

Budget: \$1.5 - \$3K

15%







# Getting started

Process and FAQs



<u>coinmarketcap.com</u>







# Advertising with CoinMarketCap

Process for getting your ads on CoinMarketCap

We offer a variety of ad placements, sold directly through our advertising team. We try to make the process as fast and efficient as possible:

- 1. You tell us the number of impressions and placement(s), when to start/end the campaign, and give us the ad creatives to use.
- 2. We provide a BTC/ETH payment address.
- 3. Upon receipt, we start your campaign.

Since we are using cryptocurrencies for payment, it is possible for us to create and release a campaign within a few hours of initial contact.









# Advertising with CoinMarketCap

Specifications for your ads

- We use Google DFP for ad trafficking. Compatible creative types listed <u>here</u>.
- All HTML5 creatives must pass validation <u>here</u>.
- All creatives must be below 250kb in file size.
- If you wish to geo target/exclude your ads, you can do so for free.
- We reserve the right to reject any banners, based on content.











## Frequently-asked questions

Don't find your question here? We're here to help! <u>advertising@coinmarketcap.com</u>

- 1. Can I pay in crypto? wire transfer, as we don't currently accept PayPal or credit cards.
- 2. What is the minimum purchase for ads? US\$5,000.



Yes, you can. We accept USD, BTC and ETH. If you would like to pay in USD, please do so via





## **Frequently-asked questions**

Don't find your question here? We're here to help! <u>advertising@coinmarketcap.com</u>

- 3. How quickly can ads be up and running? campaign live within a few hours.
- 4. Does CMC offer a dashboard to view ad campaign progress? ads dashboard in the future, however.



If payment and banners are sent during weekdays between 9am - 6pm EST, we can get a

At this time, we can generate reports and send them to you upon request. We will offer an







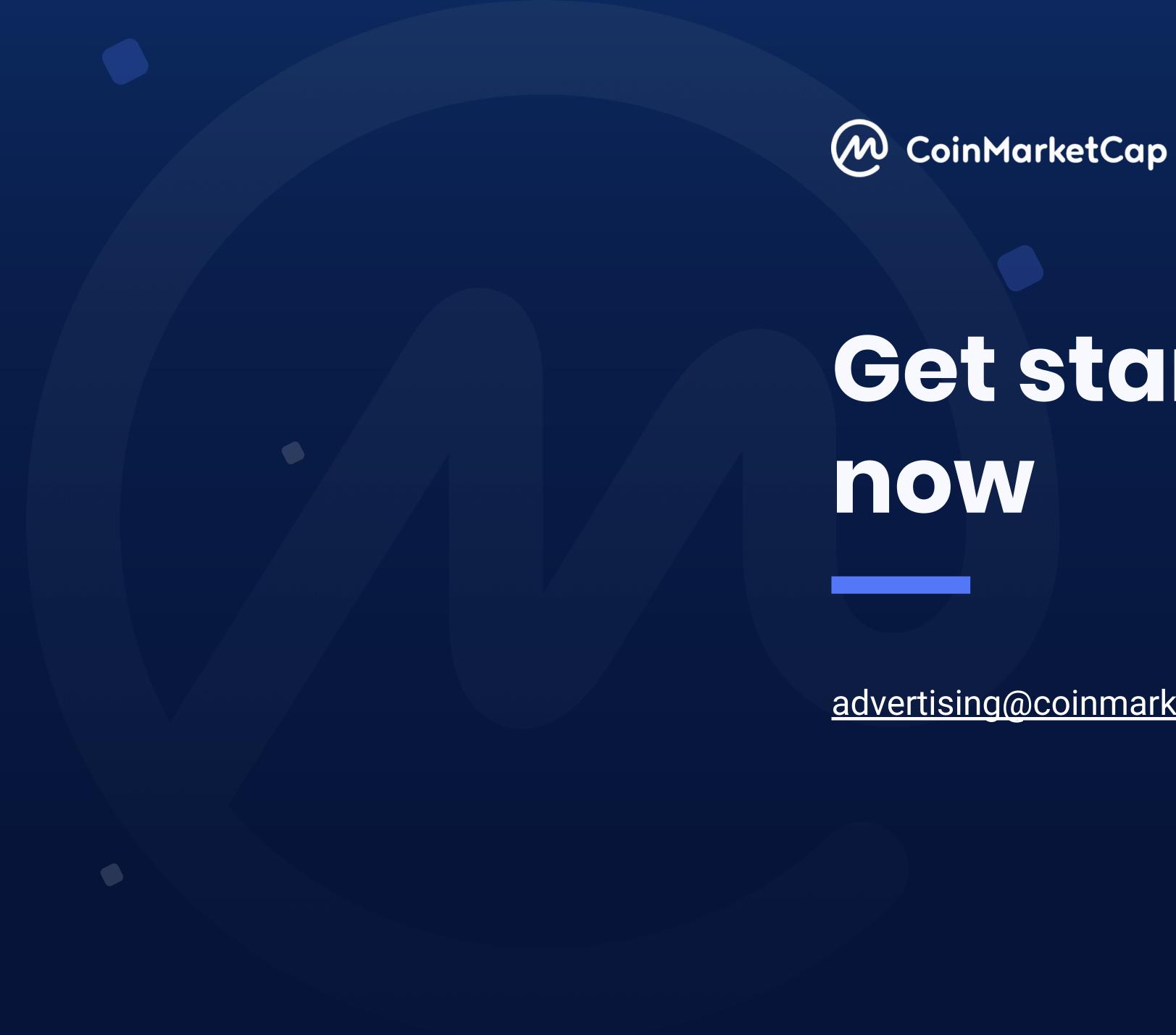
# Frequently-asked questions

Don't find your question here? We're here to help! <u>advertising@coinmarketcap.com</u>

5. How much extra does geotargeting cost? countries, we may need to include a CPM surcharge.

If you are purchasing a smaller share of voice (SOV) for a region, we will not charge for this. However, if you are interested in purchasing a higher percentage of impressions for particular





# Get started

advertising@coinmarketcap.com

