



**NEWS BTC**

**MEDIA KIT  
2021**

## **About The Company**

NewsBTC covers bitcoin news, technical analysis and forecasts for bitcoin and other altcoins, as well as news related to bitcoin exchanges, bitcoin mining, blockchain technology and price forecasts for various virtual currencies.

We are blockchain marketing experts and we offer a 360 degree full suite blockchain marketing service.

NewsBTC is a news portal owned and operated by NewsBTC Media Group.

### **Services**

- Display advertising
- Native advertising
- Campaign management
- Advisory services
- Consultancy services
- Deep insight campaign tracking
- Editorial services

# STATISTICS

NEWS **BTC**

Facebook



**25,000**

Mail



**76,000**

Twitter



**49,600**

Telegram



**3,360**

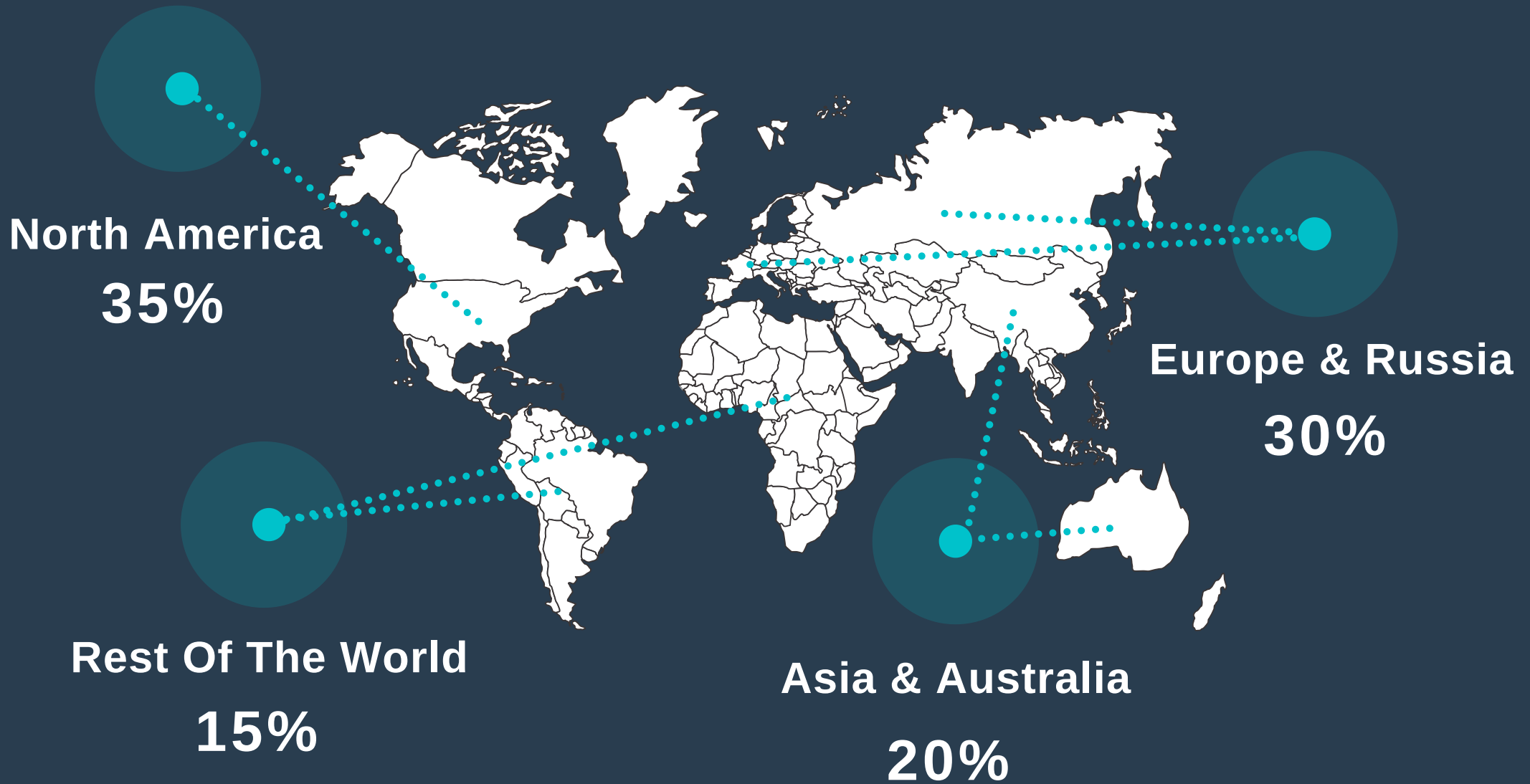
## Traffic

2.5 million monthly  
unique users

4.5 million monthly  
page views

# GEOGRAPHICS

NEWS **BTC**



# PRICING

NEWS **BTC**

## DISPLAY MEDIA

| Banner Position     | Banner Size | 500k        | 1m          |
|---------------------|-------------|-------------|-------------|
|                     |             | Impressions | Impressions |
| Leaderboard         | 1200 x 900  | \$8 CPM     | \$6 CPM     |
| In Content (Top)    | 728 x 90    | \$7 CPM     | \$5 CPM     |
| In Content (Middle) | 728 x 90    | \$6 CPM     | \$4 CPM     |
| Sidebar (Upper)     | 300 x 250   | \$6 CPM     | \$4 CPM     |
| Sidebar (Lower)     | 300 x 250   | \$5 CPM     | \$4 CPM     |
| Homepage Feed       | 728 x 90    | \$6 CPM     | \$4 CPM     |

# CONTENT

| Type                                | Single  | Multiple             |
|-------------------------------------|---------|----------------------|
| Sponsored Article                   | \$1,750 | Available on Request |
| Press Release                       | \$699   | Available on Request |
| Interview                           | \$1,750 | Available on Request |
| Review (with dedicated review page) | \$2,000 | Available on Request |
| Newsletter (mailer)                 | \$1,500 | Available on Request |

# MISCELLANEOUS

| Type                  | 1 Month | 3 Months |
|-----------------------|---------|----------|
| Logo (Sidebar)        | \$3,500 | \$9,000  |
| Premium Partners Logo | \$5,000 | \$12,000 |
| Menu Button           | \$5,000 | \$12,000 |

## Banner Package

500k Impressions Leaderboard  
500k Impressions Sidebar

**\$6,000**

## Content Package

2 x Sponsored Articles  
2 x Press Release

**\$4,000**

## Banner & Content Package

500k Impressions Leaderboard  
2 x Sponsored Articles

**\$5,500**

## Press Release Package

5 x Press Releases

**\$2,000**

# CONTENT ONLY PACKAGES

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## Content Silver

2 x Article  
1 x Press Release  
1 x Mailer

**\$4,500**

## Content Gold

3 x Article  
2 x Press Release  
2 x Mailer

**\$6,500**

## Content Platinum

5 x Article  
4 x Press Release  
4 x Mailer

**\$11,000**



# FULL 360 PACKAGES

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## 360 Silver

1 x Article  
1 x Mailer  
500k Banner Impressions

**\$5,000**

## 360 Gold

2 x Article  
2 x Mailer  
1 million Banner Impressions

**\$10,000**

## 360 Platinum

4 x Article  
2 x Mailer  
2 million Banner Impressions

**\$15,000**

## 360 Ultimate

4 x Article  
4 x Mailer  
2 x Interview  
2 million Banner Impressions

**\$20,000**

**\*all 360 packages include social shares**

# BANNER PACKAGES

NEWS **BTC**

|                              |                         |
|------------------------------|-------------------------|
| <b>2 Million Impressions</b> | <b>Price - \$7,500</b>  |
| <b>4 Million Impressions</b> | <b>Price - \$12,000</b> |
| <b>8 Million Impressions</b> | <b>Price - \$20,000</b> |

# EXCHANGE PACKAGES

Logo 1 Month (sidebar)  
Dedicated Review Page  
2 x Articles  
1 x Mailer

**\$7,500**

Logo 3 Month (sidebar)  
Dedicated Review Page  
2 x Articles  
1 x Mailer

**\$10,000**

# CONTACT US

NEWS **BTC**

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