

The logo for Cointraffic, featuring a blue curved line that starts from the top left and ends with a solid orange circle. The word "Cointraffic" is written in a bold, dark blue, sans-serif font to the right of the orange circle.

**Cointraffic**

A light blue, semi-transparent background image of a city street scene. The central focus is a tall, multi-story building with a prominent, ornate spire. Other buildings of varying heights and architectural styles line the street. The overall tone is clean and modern.

The Leading Crypto  
Advertising Network.

# Quick Facts

- **Largest media advertising network** in blockchain space since 2014
- Headquarters in **Tallinn, Estonia**
- **30+** team members
- **400+** websites in the network
- **1M** clicks a month
- **5M** impressions per day
- Total **\$800M+** raised investments from our clients
- **3000+** successful campaigns

# Partner Websites



And **400+** others



# Our Clients



And **300+** others

• **Cointraffic**

# Core Service

We help advertisers engage viewers and boost conversion through tailored banner ads

## Banner AD via Cointraffic.



- **Exclusive** ad formats on the leading crypto websites
- **Adaptive** banner optimisation
- **High** CTR
- **Non-standard** design creatives

# Ad Formats



**In-Page**  
Desktop & Mobile



**Premium Header**  
Desktop & Mobile



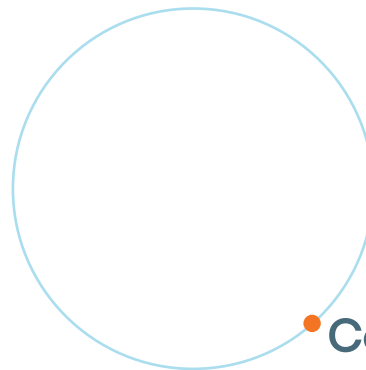
**Native Ad**  
Desktop & Mobile



**Sticky Footer**  
Desktop & Mobile



**Sticky Header**  
Desktop & Mobile



# In-page Banners



## Banner sizes

728x90, 300x250, 160x600

970x250, 468x60, 300x600

CPM **3.50 EUR** Avg **CTR 0.15%**

- Simplicity still makes this banner **type #1** choice for most advertisers
- Placed on **most prominent** positions
- Mostly placed **above the fold**
- **Detailed reporting** for each banner
- Possibility to run banner **A/B** tests
- Supported formats: **JPG, PNG, GIF** and **HTML**

# Mobile In-page



**Banner sizes**  
300x250

CPM **3.50 EUR** Avg **CTR 0.20%**

- Classy version of banner ads for **mobile devices**
- Placed on **most visible positions** across our publishers' websites
- **Detailed reporting** for each banner
- Possibility to run banner **A/B** tests
- Supported formats: **JPG, PNG, GIF** and **HTML5**



# Sticky Desktop



**Banner sizes**

100%x48

CPM **4 EUR** Avg **CTR 0.20%**

- Always above the fold **sticked** to the bottom of the page
- Even if user is scrolling the page, banner will be **visible all the time**
- Covers **100% width** of the screen
- **HTML5** technology available
- **Detailed report** facilities

# Sticky Mobile



**Banner sizes**

100%x75

CPM **4 EUR** Avg **CTR 0.85%**

- Great performance due to **high CTR**
- Even if user is scrolling the page, banner will be **visible all the time**
- Covers **100% width** of the screen
- Supported formats: **JPG, PNG, GIF** and **HTML5**

# Premium Header



**Banner sizes**  
100%x90

CPM **5 EUR** Avg **CTR 0.15%**

- **Exclusive** format
- **Efficient positioning** on top of the webpages
- Great visibility
- **Detailed reporting** for each banner
- Possibility to run banner **A/B** tests
- Supported formats: **JPG, PNG, GIF** and **HTML5**

# Pop-under traffic



**Banner sizes**  
Fullscreen

CPM **2 EUR**

- One of the **most effective** ad formats for drawing attention to your ad
- Your link will be opened in a new browser tab
- All you need to is a target URL
- Works with **all major browsers**
- Traffic **instantly directed** to your website
- **Multiple URLs** per campaign
- **Detailed report** facilities

# All Banners in HTML-5 Format

## HTML



- Better **CTR** rates
- Publishers prefer **HTML5 ads**
- Responsive and available for all devices
- **87% of websites** support HTML5 banner ads
- Rich media

# Native Ads

<https://cointraffic.io/packages/native>

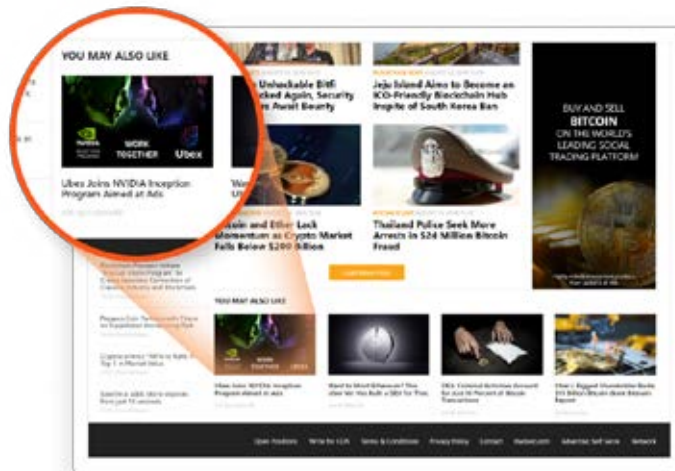
**30+**  
Publishers

**0.4%**  
Avg. CTR

**3€**  
Avg. CPM

- Achieve **higher** conversion rates
- Create **high quality ads** easily and quickly
- CPM ranging from **€3**
- **Attract traffic** organically to your Web page
- Helps to **boost** important news
- Use your native ad as a **hard hitting press release** and a relevant news article

How it will look like



# Press Release

Create and distribute unique articles & content within 24 hours amongst the top 60+ crypto publishers.

## **Highest reach and smart analytics**

We reach up to 60 websites and 400,000 people on average with one press release.

## **Relevant websites**

We publish your press release only on relevant blockchain websites, including local websites from China, Germany, Italy, Brazil, Russia, Turkey, Australia and many more.

## **We are quick**

24 hours for press release writing and 3 days for distribution.

### 3 Different PR Packages for Any Taste and Budget – Choose Yours and Reach 0.5M People!

Services	Economy (25+ sites)	Basic (40+ sites)	Premium (65+ sites)
Professional PR writing/editing	★	★	★
Average Campaign Estimated Social Media Reach*	Up to 10,000-40,000 users	Up to 40,000-100,000 users	Up to 60,000-180,000 users
Social Media Reposts* (Twitter, Facebook)	Up to 30	Up to 100	Up to 200
Overall number of press release mentions on the web*	50	100	200
Overall number of blockchain websites guaranteed publishing press release within 3 days	25+	40+	60+

\* Final results depend on the news and community interest to the topic.

#### More information here

[https://drive.google.com/file/d/10zc\\_eX2PprObWk8wsqNh5kFE1nqy631i/view?usp=sharing](https://drive.google.com/file/d/10zc_eX2PprObWk8wsqNh5kFE1nqy631i/view?usp=sharing)





# Cooperation Opportunities for Referrals

For referrals we can offer a share from contract total:

- **5%** (for display advertising campaigns)
- **10%** (for Press-release distribution)

We make payments via bank transfer, **BTC** or **ETH**

Contract and invoice can be provided on your request

The background of the slide is a faded, light blue-tinted photograph of a European town square. A prominent feature is a church tower with a dark spire and a clock face, situated in the center-left. The surrounding buildings are multi-story, with many windows, typical of a historic European city center.

# Thank you!

- **Cointraffic**

THE LOUDSPEAKER FOR THE  
**CRYPTO COMMUNITY.**