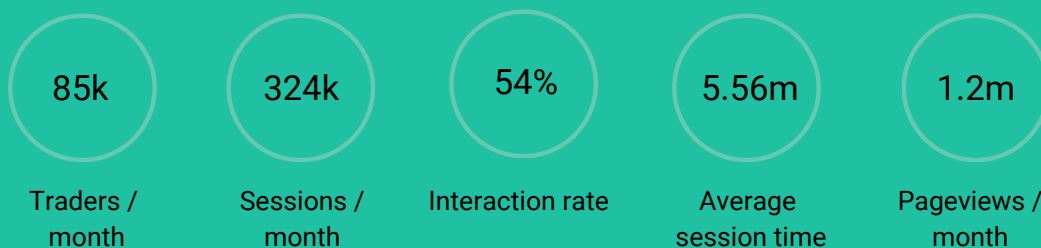


THE LEADING CRYPTO ANALYTICS PLATFORM

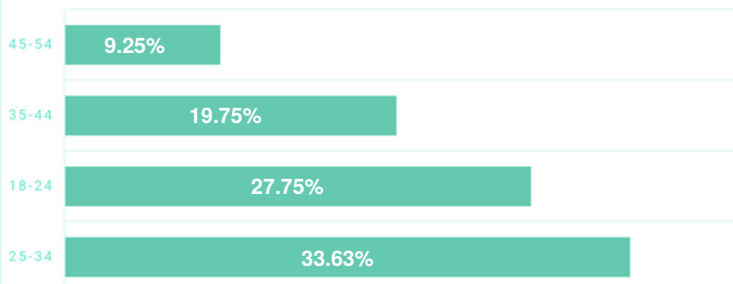
MEDIA KIT

altFINS, a prominent crypto analytics platform with a user base exceeding one million crypto traders and investors, is committed to identifying profitable trading opportunities and promising blockchain projects.

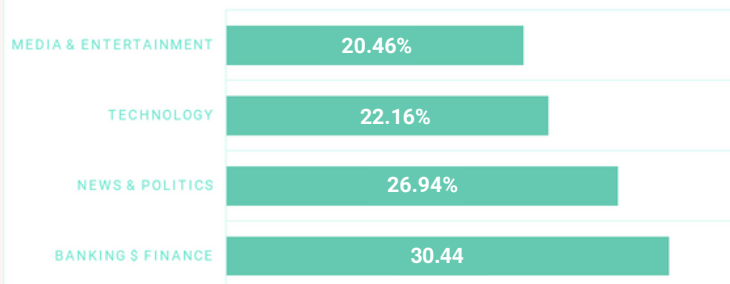
TRAFFIC WITH HIGHLY ENGAGED AND RETURNING CUSTOMERS



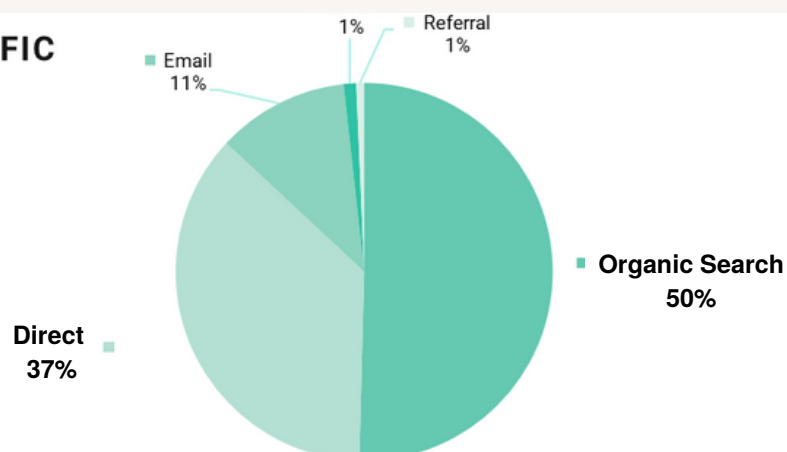
AGE OF USERS



INTERESTS



TRAFFIC



ACTIVE CRYPTO TRADERS AND INVESTORS

Elevate your project's reach with exposure to an audience of active crypto traders. From insightful reports to banner ads, newsletters, and sponsored articles, we help you acquire valuable customers.



High-Quality Audience

Our services ensure your message resonates with a **highly engaged and active trading audience** in the cryptocurrency ecosystem, enhancing your project's awareness.



Maximize Customer Acquisition

Seize the chance to engage potential clients **at the ideal moment**. On altFINS, users can find trading ideas and then promptly execute these trades, all through your offerings.



Beyond Ads

We offer a comprehensive strategy for promoting your projects by integrating research reports, banners and creative content to achieve tangible outcomes and enduring influence.

SERVICES

RESEARCH REPORT

Get your project featured in our Research Hub. Our comprehensive analyses cover critical aspects like user adoption, value proposition, tokenomics, competition and comparative valuation.

BANNER ADS

Promote your project through always visible ad banners (sticky header and footer placements) optimized for both desktop and mobile versions.

EMAIL NEWSLETTER MARKETING

Introduce your product to our valuable community. altFINS Daily Newsletters are an effective way to showcase your project through text content, videos, images. Our users are highly engaging and are primarily interested in trading and investing.

SPONSORED VIDEO

Sponsored videos can be an effective way for your brand to reach your target audience.

SEO CONTENT

Utilizing content marketing can significantly enhance your online visibility and boost your SEO rankings. We incorporate do-follow links and evergreen content that consistently drive organic traffic to your website for an extended period, well beyond their initial publication.

SCREENER LISTING + EXPOSURE

Getting listed on altFINS allows you to enhance your brand's visibility and stand out in a crowded market by connecting with active traders and investors in a natural and informative way.

RESEARCH REPORT

Get featured in altFINS Research Hub. Our research reports focus on project's value proposition, tokenomics, user adoption, team, and comparable valuation. Projects also get regularly featured in weekly valuation reports.



Active Trader User Base

Active traders and investors leverage altFINS to find investment ideas. This is a community of sophisticated market participants. **We actively promote every research report to our community,** ensuring that your project receives exposure to relevant audiences.



In-Depth Research Reports:

Projects details
Value proposition
Tokenomics
User Adoption
Comparative Valuation
Growth Potential
Risk & Challenges
Team & Investors



Let's Collaborate

We are excited to offer our expertise in crafting research reports for your crypto project. Our experienced team is ready to **help your project shine by providing comprehensive insights and analysis.**



Marek Hric

Head of Research – Digital Assets

Marek is seasoned finance professional with over 9 years of experience in top European banking groups, leads our Research Reports. His expertise spans trading, portfolio management, and in-depth analysis of blockchain-based projects.

We have published extensive research reports on projects such as **Verse (VERSE), Lido (LIDO), LYRA (LYRA), Chainlink (LINK), Worldcoin (WLD), Gamma (GAMMA), Loopring (LRC), Sui (SUI), RocketPool (RPL), Stacks (STX), Hegic (HEGIC), GMX (GMX), Gains (GNS)** etc.

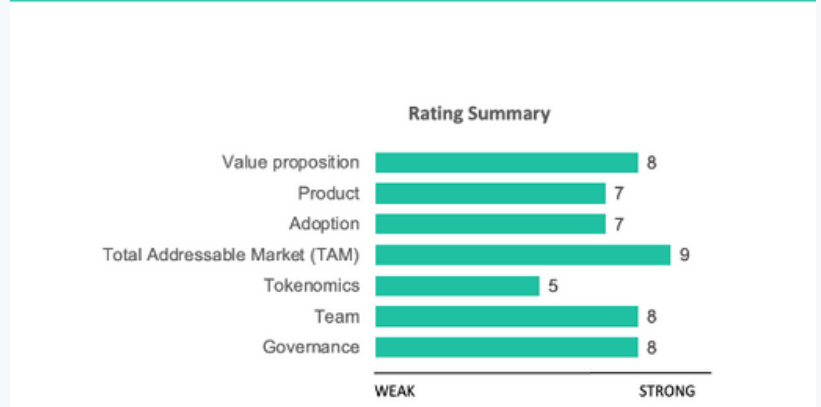
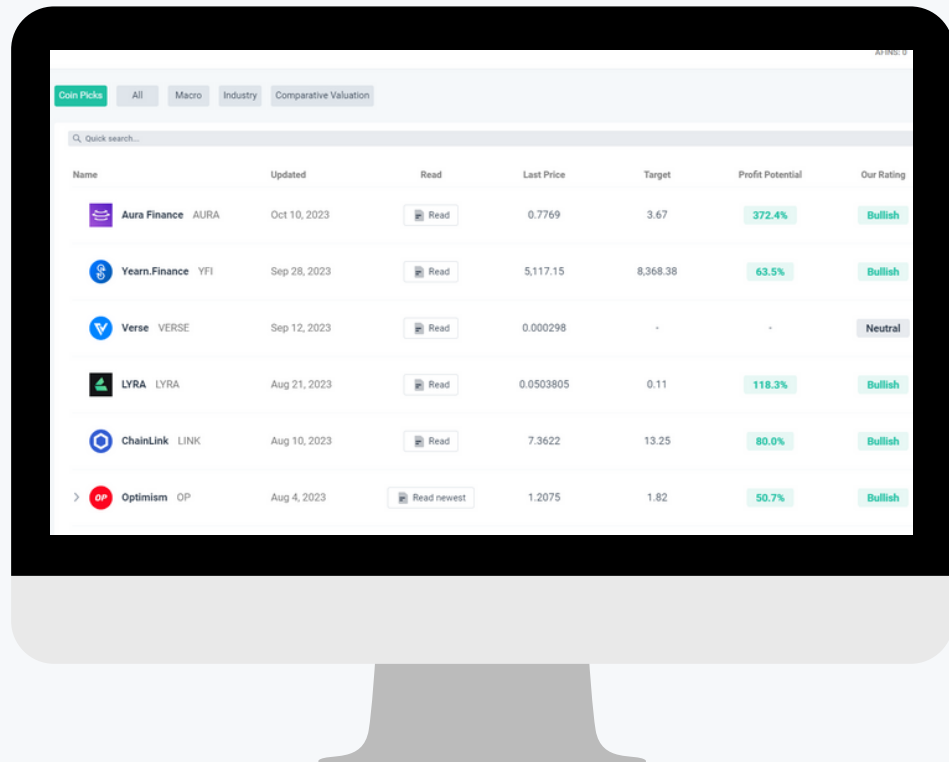
RESEARCH REPORT



In-depth "Coin Pick" Research Report

\$2,000

15-20 Pages



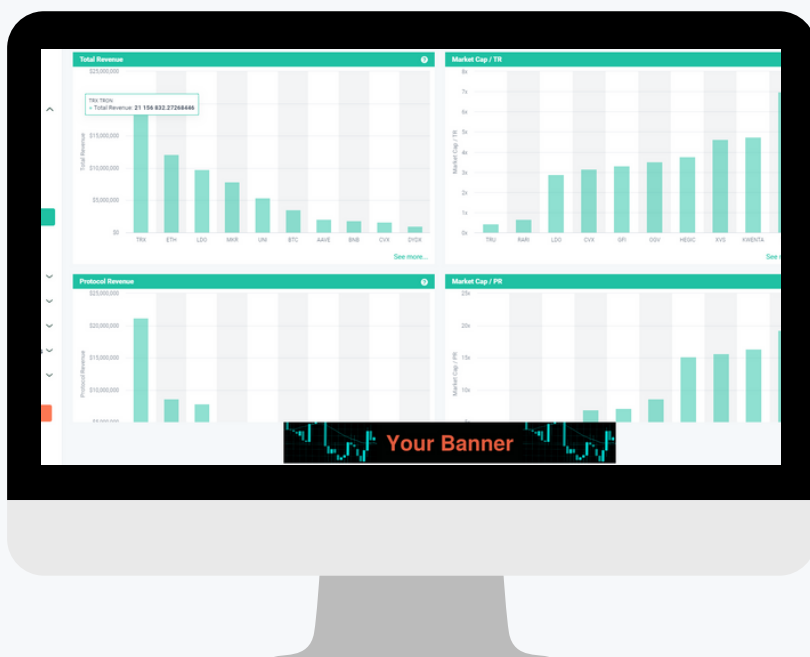
BANNER ADS

1

Desktop Sticky Footer Banner

\$1,000 / Month

Size 728 x 90

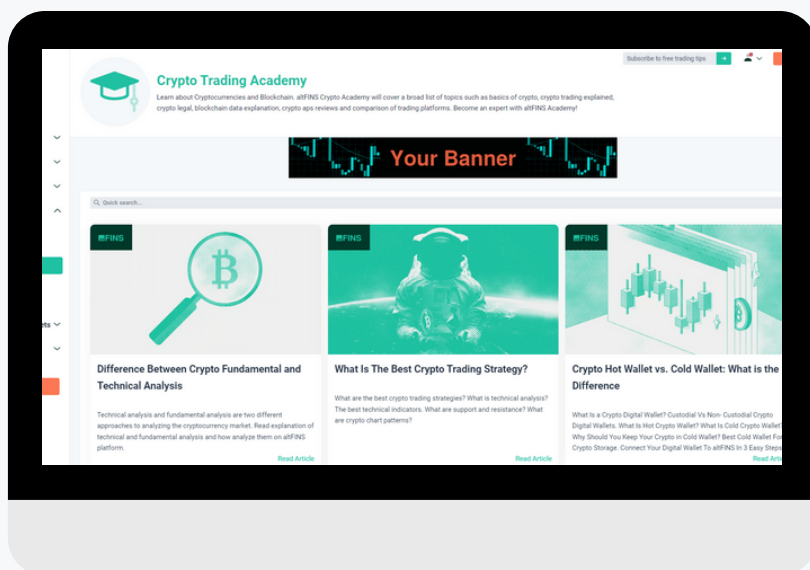


2

Desktop Sticky Top Banner

\$1,000 / Month

Size 728 x 90

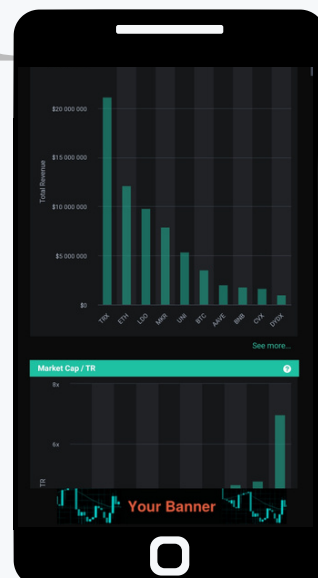
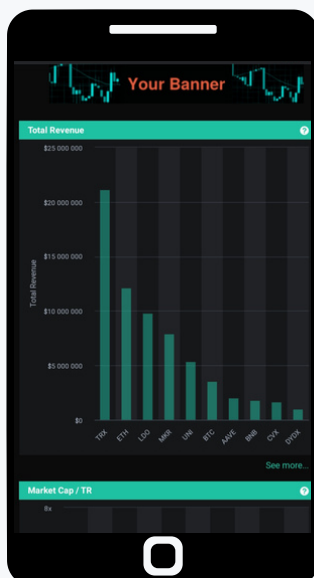


3

Mobile Sticky Banner

\$1,000 / Month

Size 320 x 50
Header / Footer



EMAIL NEWSLETTER MARKETING

altFINS Daily Newsletters is an effective way to showcase your project through text content, videos, images. Our users are highly engaging and are primarily interested in trading and investing.



Direct: Email allows you to communicate directly with trading audience. Reach of 60k active newsletter subscribers.



Measurable Results: Email marketing provides robust analytics and tracking capabilities.



High ROI: Email marketing often delivers a high return on investment (ROI) because it is efficient and cost-effective. It can generate a significant revenue stream for your business.



Bespoke Email

\$1,000 / Single Mailing

A fully dedicated email sent to our entire email base. Email templates can be customized by the advertiser or created by us.

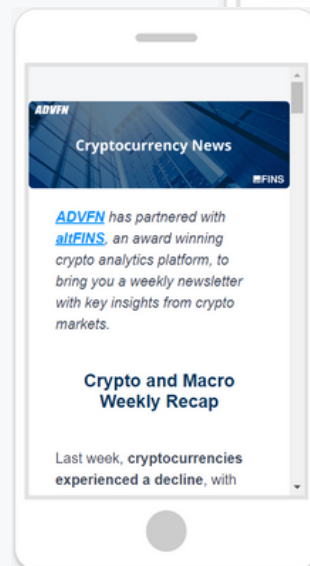
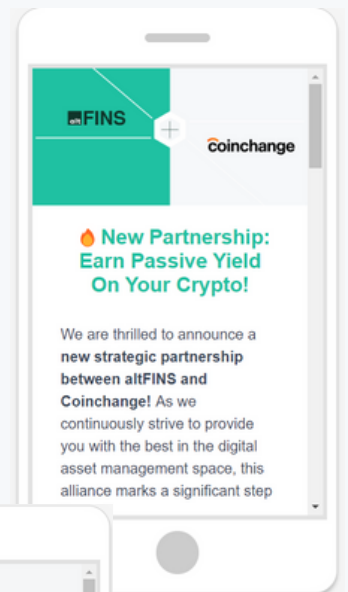
Sent to 60,000 e-mail addresses.



Newsletter Sponsorship

\$500 / Per Week

Get featured in 5 of our daily newsletters sent to a trading audience, allowing you to reach a targeted and engaged readership. Increase brand visibility by placing your logo, images and message in our newsletters.



SPONSORED VIDEO



Sponsored Video on altFINS

Trading Videos section

\$500 / Video Integration

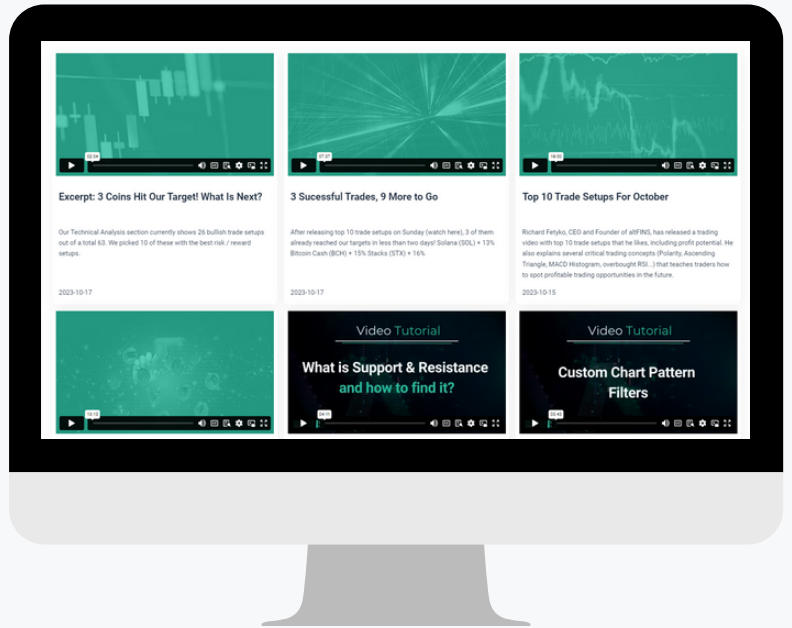
60s Video Ad Integration (pre-roll)
into altFINS trading videos.

\$1,000 / Video Interview

Video Interview with CEO or
other team member of your project.

\$1,000 / Project Review

Full Video about your project.



Video on altFINS Youtube Channel

15,000 subscribers

\$500 / Video Integration

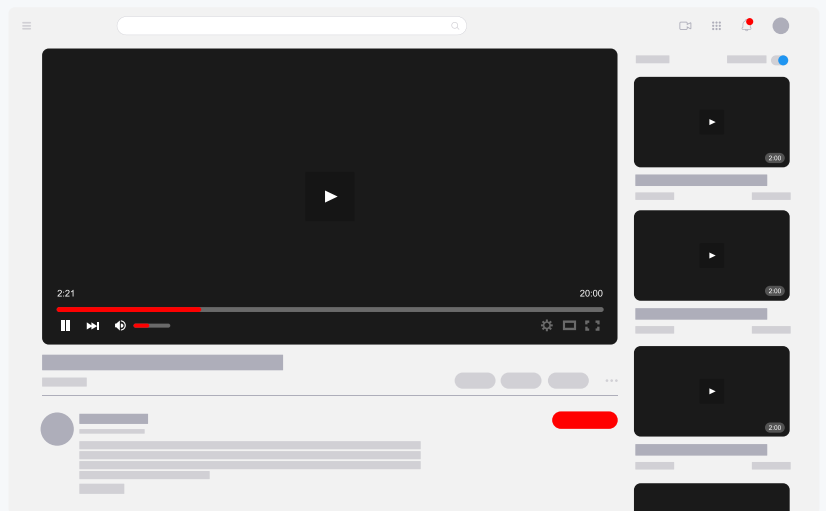
60s Video Ad Integration (pre-roll)
into altFINS trading videos.

\$1,000 / Video Interview

Full Video with Interview with CEO or
other team member of project.

\$1,000 / Project Review

Full Video about Projects



Special Offer: Double the visibility for half the price!

Get 2 video placements for the price of just one!

CONTENT MARKETING

Press Release in News Section

\$500 / PR

Top placement guaranteed for 1 month

Sponsored tag

Sponsored Article in Blog Section

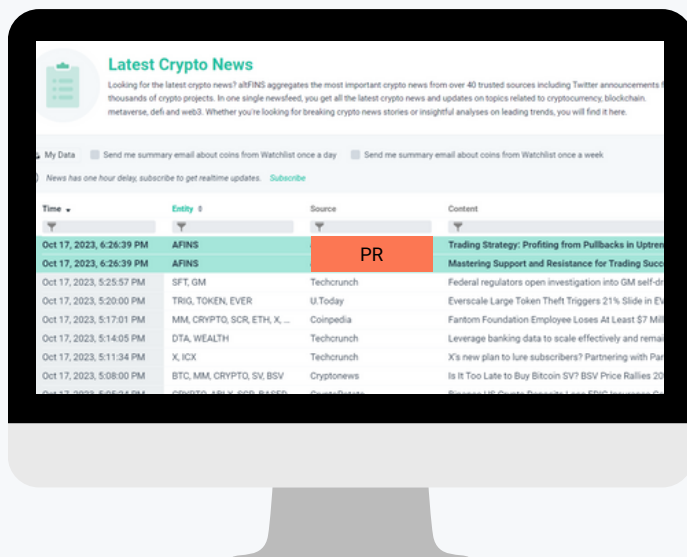
\$500 / Article

Top placements guaranteed for 1 month

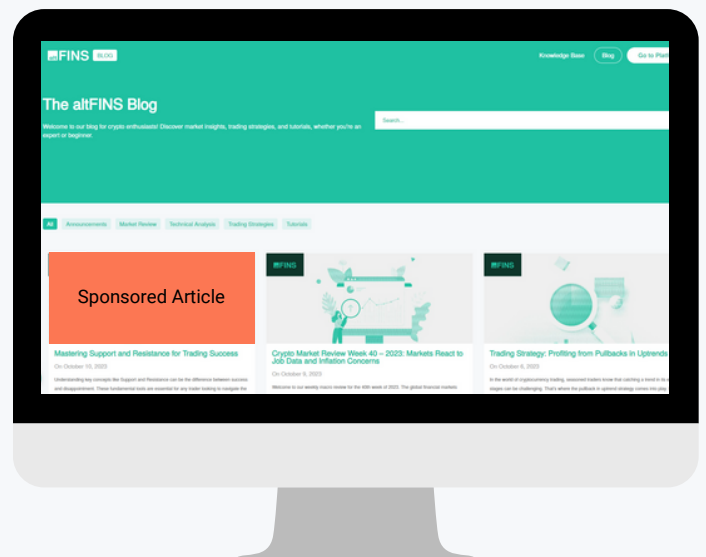
Sponsored tag

Concise (ranging from 500 to 2000 words) and straightforward content. Client-provided content should emphasize significant updates such as announcements, partnerships, new features and more.

Press Release in News Section



Sponsored Article in Blog Section



LISTING

List your token on altFINS platform. Gain attention of active traders on Crypto Screener, Market Highlights and Signals Summary.

Listing

\$1000 / Listing

Marketing Promotion on our Social media

Crypto Screener

My Data

Q. Coin

Pre-set Filters

New Filter

Overview

Charts

Performance

Trend

Momentum

Patterns

Revenue

NEW

Mcap / S

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TVL

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Market Cap (\$)

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Coin

Last Price

Price Change (%)

Volume (\$)

Market Cap (\$)

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Signals Summary

Market Highlights

	1h	4h	12h	1d
Pullback (1D) in Up / Down Trend	1	5		
Pullback (1W) in Up / Down Trend	2	4		
Momentum & Up / Down Trend (v.1)	5	8		
Momentum & Up / Down Trend (v.2)	29	21		
Fresh Momentum (MACD Signal Line) Crossover	25	11		
Early Momentum (MACD Histogram) Inflection	87	176		
Up / Down Trend and Fresh Momentum Inflection	25	32		
Momentum with RSI confirmation (v.1)	23	21		
Momentum with RSI confirmation (v.2)	3	4		
EMA 12/50 crossovers	4	4		
Strong Up / Down Trend	72	57		
Up / Down Trend	146	97		
Short-Term Trend Upgrade / Downgrade	142	131		
Very Oversold / Overbought	13	19		
Oversold / Overbought in Up / Down Trend	4	6		
Oversold / Overbought with Momentum Shift	1	1		

PACKAGES

Starter Boost Package

One month campaign

Banner Ads:

- Two weeks of banner ad placement on altFINS platform (desktop)

Email Marketing:

- 1x Bespoke newsletter to a list of 60,000 potential customers
- 1x Newsletter Sponsorship

Content Marketing:

- 1x Press Release or
- 1x Sponsored Article

Video Marketing:

- 60s video Ads integration placed on altFINS platform and altFINS Youtube channel

Growth Accelerator Package

Two months campaign

Banner Ads:

- Two weeks of banner ad placement on desktop and mobile

Email Marketing:

- 1 x Bespoke newsletter to a list of 60,000 potential customers
- 1 x Newsletter Sponsorship

Content Marketing:

- 1x Press Release
- 1x Sponsored Article

Research:

- Fundamental Research about your project with competitor analysis, valuation

Video Marketing:

- 60s video Ads integration placed on altFINS platform and altFINS Youtube channel

Pro Marketer Package

Three months campaign

Banner Ads:

- One month of banner ad placement on desktop and mobile

Email Marketing:

- 2 x Bespoke newsletter to a list of 60,000 potential customers.
- 3 x Newsletter Sponsorship

Content Marketing:

- 1x Press Release
- 2x Sponsored Article

Research:

- Fundamental Research about your project with competitor analysis, valuation

Video Marketing:

- 1 min. video Ads integration placed on altFINS platform and altFINS Youtube channel

~~\$3,000~~

40% Discount

~~\$6,000~~

50% Discount

~~\$9,500~~

60% Discount

\$1,800

\$3,000

\$3,800

Do you wish to customize or adjust any of these packages to better suit your specific marketing needs?
Please don't hesitate to reach out to us: marketing@altfins.com.

We are here to tailor our services to your unique requirements.