

**InsideBitcoins now offers a wide range of customizable ad targeting capabilities.**  
*See details listed on page 2*

**Sponsored article - \$500**

Written by you (content requires our approval)

- Each article is included in our daily email newsletter (13,000+ subscribers)
- Each article is blasted to our Twitter and Facebook feeds (17,000+ total followers)
- Feature your article atop our homepage for two days - \$200

**Banner ads (static across site)**

- **Leaderboard, 728x90** - \$700/week | \$2200/month

Right side of page:

**300x600**

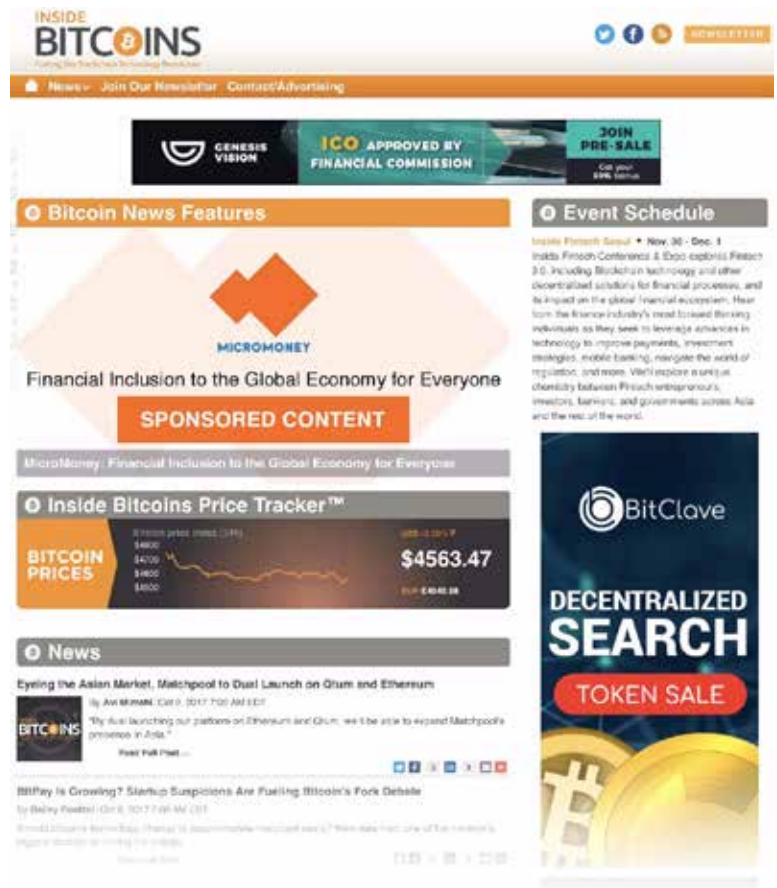
- First position, \$450/week | \$1350/month
- Second position, \$350/week | \$1150/month
- Third position, \$300/week | \$950/month

**300x250**

- First position, \$350/week | \$1150/month
- Second position, \$300/week | \$1000/month
- Third position, \$250/week | \$850/month

**160x600**

- First position, \$350/week | \$1150/month
- Second position, \$300/week | \$1000/month
- Third position, \$250/week | \$850/month



### InsideBitcoins Newsletter ads

(13,000+ subscribers receive our daily newsletter)

- **Solo news blast** to our readers - \$850
- **Leaderboard Banner** atop daily newsletter - \$500/week | \$1750/month
- **Banner, 180x150** ad at top right of daily newsletter - \$250/week | \$800/month
- **Banner, 160x600** ad on right side of daily newsletter - \$300/week | \$950/month
- **Banner, 300x250** ad on bottom of daily newsletter - \$200/week | \$700/month

### InsideBitcoins.com Ad Targeting Capabilities

- Target by geo or exclude by geo
- Rotate creatives within ad spots, and target by percentage
- \*\* for example 70% of impressions go to creative A, 20% to creative B, 10% to creative C
- Rotate creatives per advertiser, advertiser can send multiple creatives. Rotate evenly or set to a percentage
- Target by browser - FireFox, chrome, IE
- Target by device - phone, tablet, desktop/laptop
- Target by manufacturer - Apple, Samsung, Lenovo, etc
- Frequency cap "x amount of impressions per x amount of (minutes, hours, days, weeks, months, lifetime)"
- Target by day and time - for example we can set to "only run on weekends" or "business hours M-F 7am - 9pm"

