



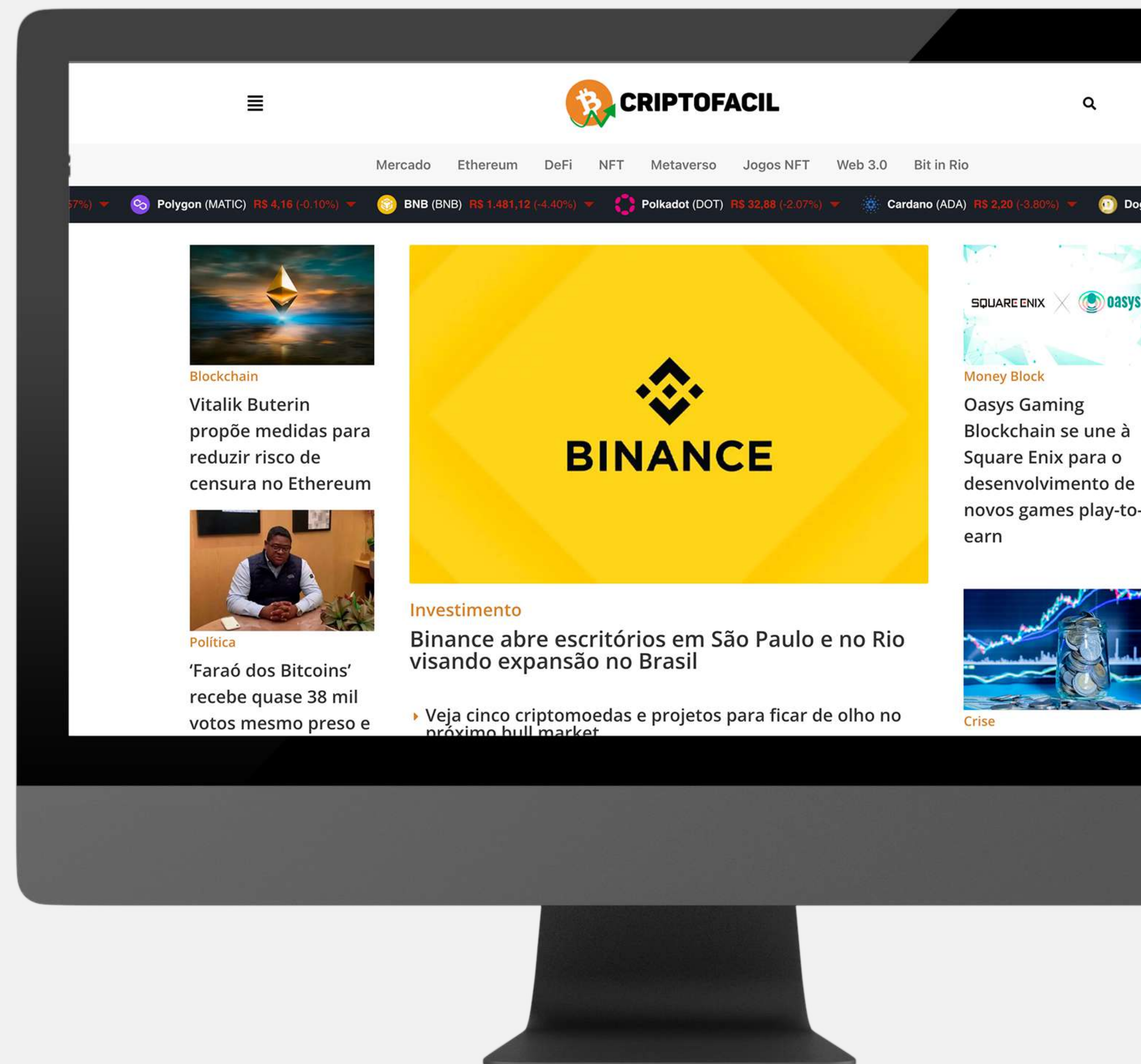
CRIPTOFACIL

Media Kit Q3-2022

A source of news market leader.

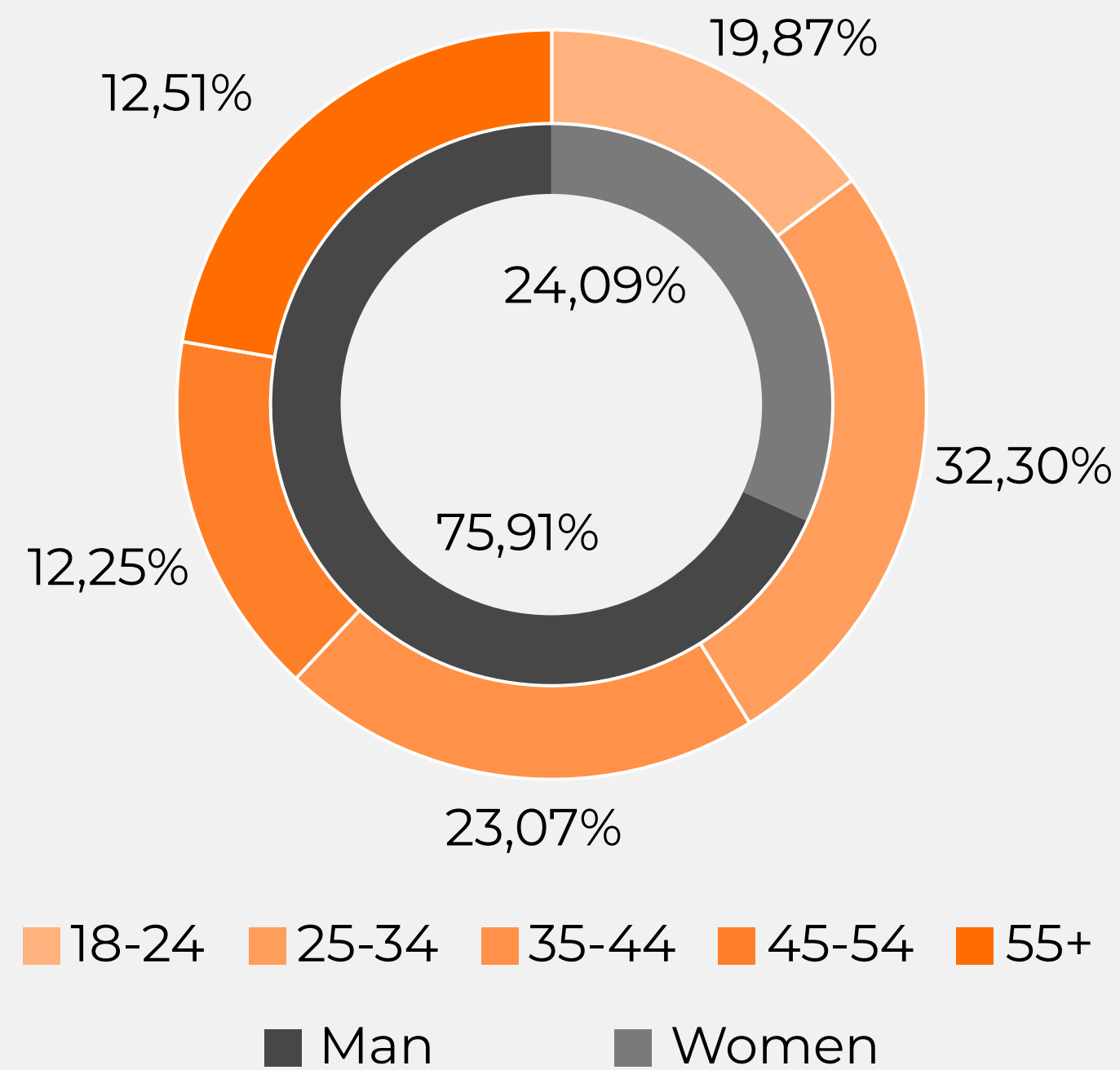
CriptoFácil since 2016 brings together a team of people who admire the history of cryptoactives and blockchain and are regular users of the technology. A group with a high critical sense and which imposes itself to a high level of quality demand - also knowing the right time to criticize.

We always seek to combine quality with fast content delivery, to become the biggest and best reference in Portuguese language cryptoactives, bringing news, opinions, articles, reviews, prices, technical analysis, comparatives and much more.










Global Data.

Age & Gender



Social Networks

	Facebook	+38K
	Twitter	+85K
	Instagram	+151K
	LinkedIn	+5K
	YouTube	+57K
	Telegram	+8K
	Newsletter	+19K

Pageviews

979.618

Sessions

812.050

Users

487.339

Average durarion

00:00:38

Pages / Session

1,21



Banners display.

Increase your **brand awareness** and **generate conversions** through ads that highlight your messages.



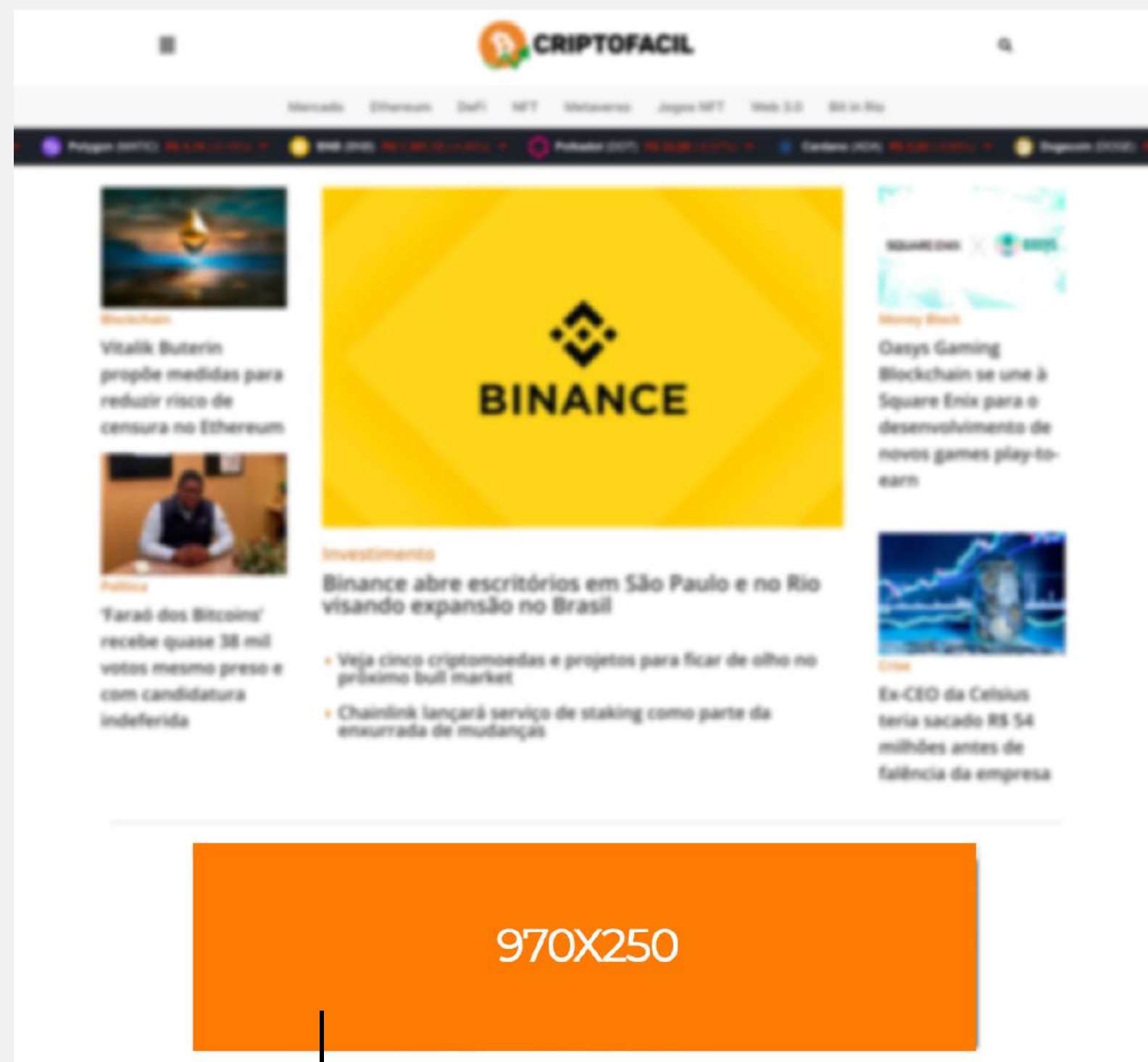
Display your optimized image for desktop, tablet and mobile.

Slots:

- Billboard;
- Halfpage;
- Super banner in-article;
- Inline content;

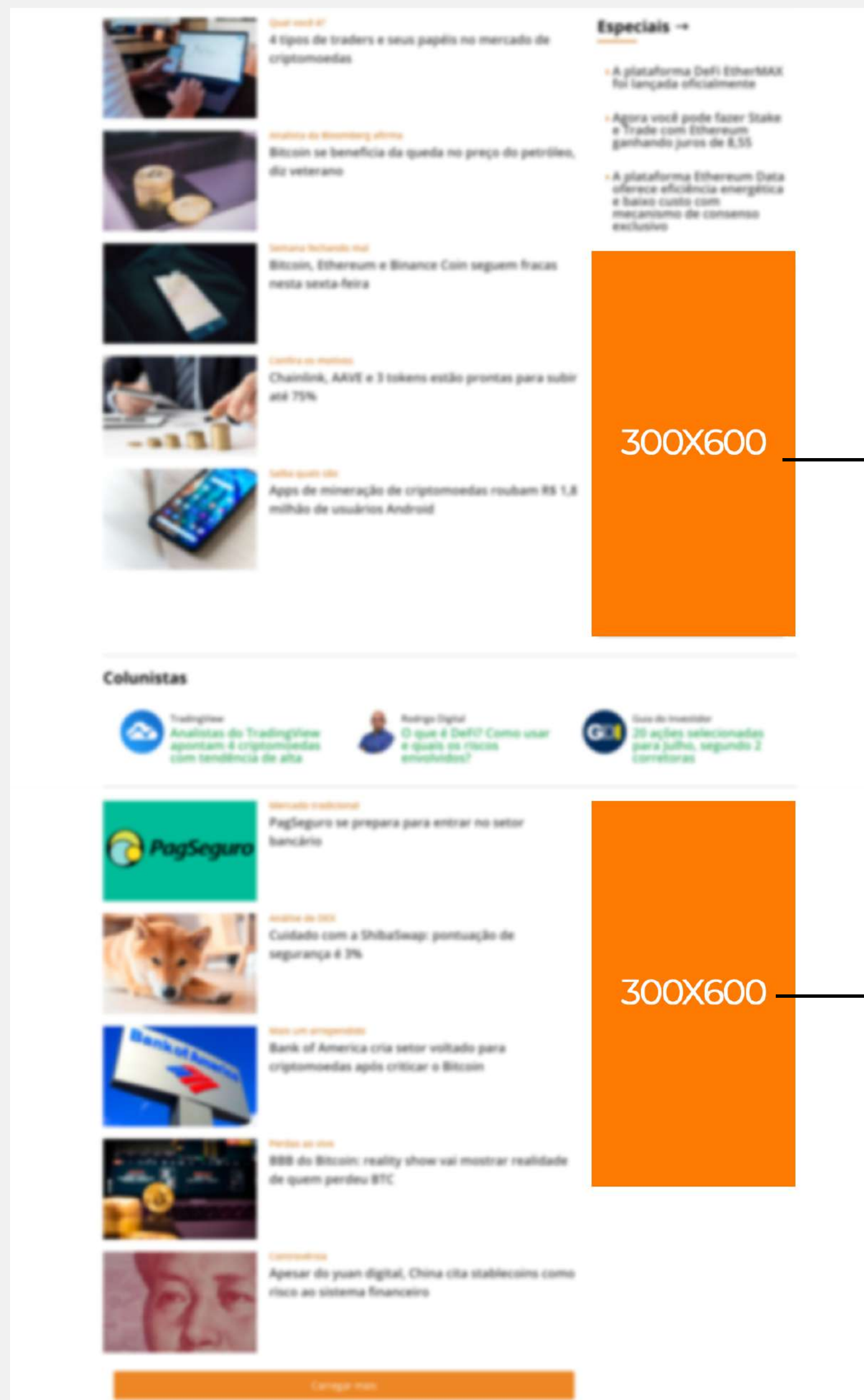


Slots.



Billboard:

Local: Home page.
*Desktop (px): 970x250.
*Tablet / Mobile (px): 300x250.
Maximum weight: 150Kb.
Extensions accepted: GIF / JPEG / PNG.
Animation time: Livre.
Looping: Livre.
Frame rate suggestion: 12.



Halfpage 1:

Local: Home page - Sidebar.
*Desktop (px): 300x600.
*Tablet / Mobile (px): 300x250.
Maximum weight: 150Kb.
Extensions accepted: GIF / JPEG / PNG.
Animation time: Livre.
Looping: Livre.
Frame rate suggestion: 12.

Halfpage 2:

Local: Home page - Sidebar.
*Desktop (px): 300x600.
*Tablet / Mobile (px): 300x250.
Maximum weight: 150Kb.
Extensions accepted: GIF / JPEG / PNG.
Animation time: Livre.
Looping: Livre.
Frame rate suggestion: 12.



Slots.



Super banner in-article:

Local: News / Above the article.
*Desktop (px): 728x90.
*Tablet / Mobile (px): 300x250.
Maximum weight: 150Kb.
Extensions accepted: GIF / JPEG / PNG.
Animation time: Livre.
Looping: Livre.
Frame rate suggestion: 12.

Inline content:

Local: News / Paragraphs.
*Desktop (px): 300x250.
*Tablet / Mobile (px): 300x250.
Maximum weight: 150Kb.
Extensions accepted: GIF / JPEG / PNG.
Animation time: Livre.
Looping: Livre.
Frame rate suggestion: 12.



Newsletter.

Maximum Visibility

Position your brand and reach the hottest leads on the market with our daily newsletter.

Leads +19K

Opening 22%

Clicks 1.2%



Você vai perder o Bit In Rio by 2GO Fintech?

No dia 26 de novembro ocorre na cidade do Rio de Janeiro o "Bit In Rio by 2GO Fintech", um dos maiores eventos sobre criptomoedas e blockchain da América Latina. A conferência com 10 horas de duração vai reunir os maiores especialistas de criptomoedas do Brasil, além de convidados internacionais. Os mais de 50 palestrantes abordarão temas diversos, desde o básico sobre Bitcoin e criptomoedas, passando por tokens não fungíveis (NFTs), metaverso, Blockchain Games, finanças descentralizadas (DeFi) e muito mais.

O segundo lote de ingressos para o evento já está à venda por R\$ 240. Mas você que é inscrito na newsletter do CriptoFácil ganhará um super desconto. A 2GOFintech, patrocinadora master do evento, vai bancar 50% do valor do ingresso e o CriptoFácil vai dar mais R\$ 40 de desconto para os inscritos da newsletter. Ou seja, o ingresso vai custar o mesmo preço do primeiro lote.

Mas atenção: a promoção é por tempo limitado. [Clique aqui e garanta já o seu ingresso!](#)

Logo + link

Branded Content + CTA

The newsletter layout includes several articles:

- União Europeia paga MICA**: Article about the European Union's payment of MICA (Markets in Crypto-Assets).
- Você vai perder o Bit In Rio by 2GO Fintech?**: Promotional article for a fintech event in Rio de Janeiro.
- O roubo de R\$ 3 bilhões**: Article about a \$3 billion theft.
- Cripto Drops: as pedras que valem dinheiro**: Article about Crypto Drops, stones that hold value.
- Fin da linha para golpistas**: Article about the end of the line for scammers.
- Mercado de criptomoedas**: A section with a table of cryptocurrency prices.

Each article includes a logo, a link, and branded content with a clear call to action (CTA).



Press Releases.

Increase the visibility of your product or project on the internet with press releases.

The publication includes:

- Links DoFollow;
- Search Engine Optimization (SEO);
- More visible;
- Highlight in the "Especial" section in website home page;

*Text prepared, signed and sent by the advertiser, approved and published by CriptoFácil.

*Published only on the website and Telegram.

*Minimum length: 300 words.



Money Block.

Increase your brand awareness

with valuable content, avoiding spam to the public with direct sales.

The objective is to inform and educate instead to sell, through:

- Articles;
- Reviews;
- Tutoriais;

* Also posted on Facebook, Twitter, LinkedIn and Telegram.

* Does not contain sponsored tag.

Article.

Useful and original content that allows for your target audience to know and value your brand.

Written by your team or ours.

Review.

We carry out a detailed review of the characteristics and experience of the user of your product or service.

Tutorial.

Let us show our audience how to use your product and yours benefits in a step by step very detailed.



Money Block.

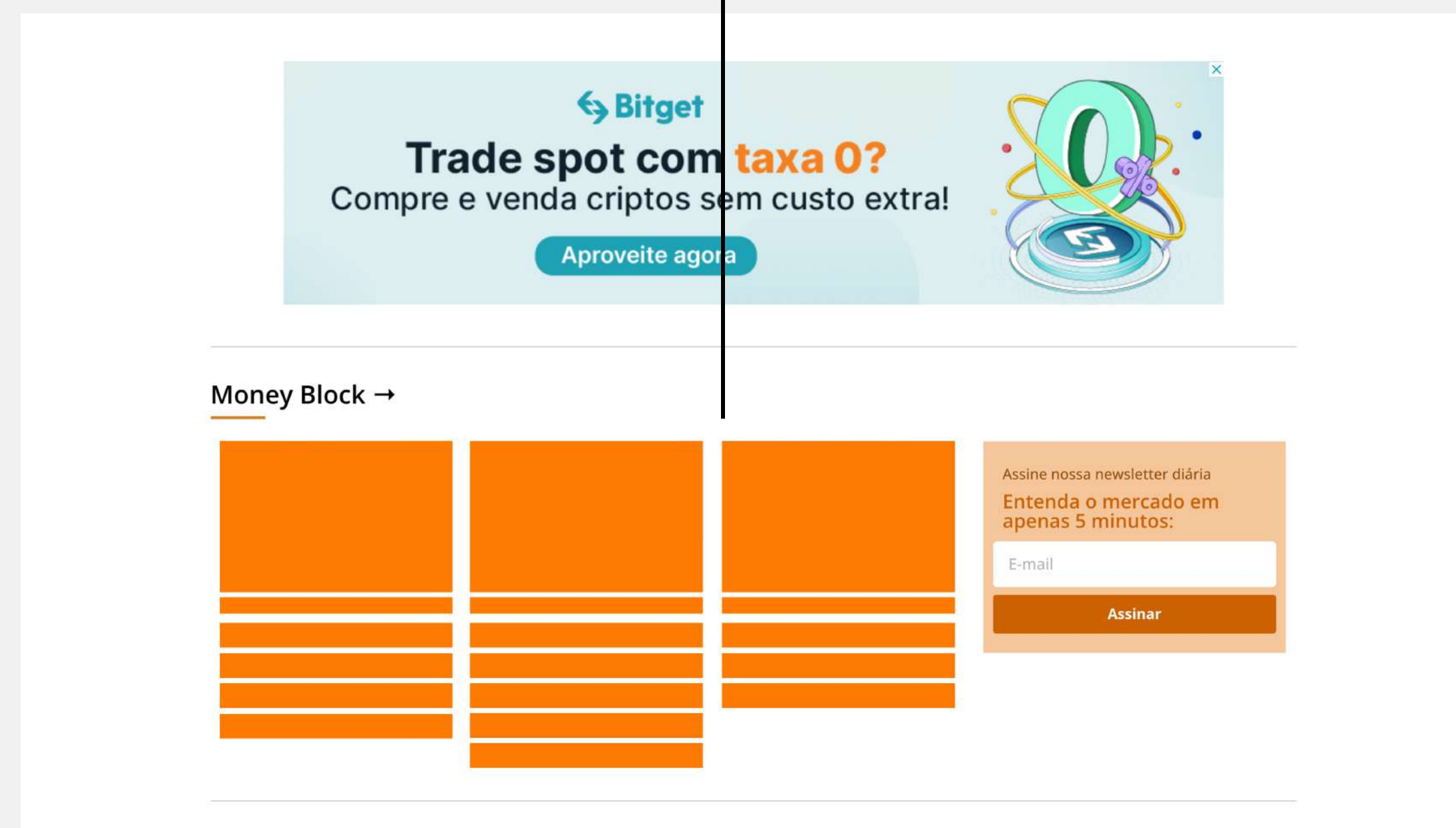


MB Spotlight:

Type: Creation and Publication.
Local: Home page - Top.
Spotlight: 7 dias.
Accepted extensions: DOC / PDF.
Minimum length: 300 words..

MB:

Type: Creation and Publication.
Local: Home page - Section Money Block.
Accepted extensions: DOC / PDF.
Minimum length: 300 words..



Advertise with us.

Put your brand message in front of **thousands of cryptolovers.**

Tell us what you need and we'll help you develop a effective advertising plan tailored for you:

contato@criptomoedasfacil.com

