CoinDesk

Media & Partnership Opportunities 2026

Reach the architects of the digital economy

Investors. Builders. Decision-makers.

Access the digital economy

Global reach & influence 4

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Verified impact 23

Creative specifications 27

Let’s build 31

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Global reach & influence

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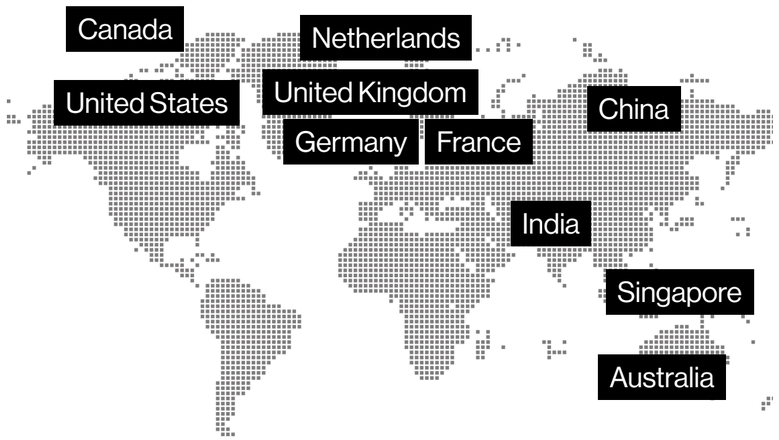
Global reach & influence

We don’t just deliver impressions. We deliver access to the liquidity, the builders, the traders and the decision-makers defining the digital economy.

Global following of

7.8+ Million



Location breakdown

42%	33%	24%
Americas	APAC	EMEA

Device breakdown

58%	42%
Mobile	Desktop

C-Suite decision makers

22%
hold C-Level or Management positions.
(Source: Bombora)

40%
Business or Finance Professionals.
(Source: Bombora)

Capital allocators

4.97x
more likely to have $5M+ in net worth.
(Source: Experian)

74%
identify as investment leaders.
(Source: Experian)

Concentrated wealth

in key global financial hubs.

Market movers

8.72x
more interested in stocks/investing category.
(Source: Bombora)

17.22x
more likely to work in investor relations
(Source: Dun & Bradstreet)

Tech professionals

23%
work directly in the tech sector.
(Source: Bombora)

6.28x
more likely to work in engineering/web development
(Source: Dun & Bradstreet)

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Product suite

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Product suite

Digital advertising

High-Impact display & reach

Min. $15,000/mo

Research

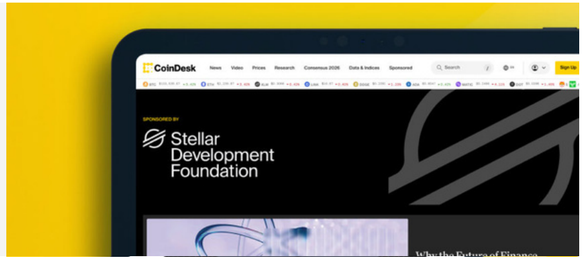
Institutional-grade data & reports

$50,000 - $500,000+

Thought leadership

Editorial-style narrative control

$18,000 - $23,000



Press release

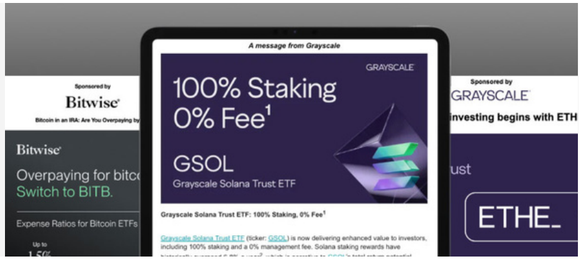
Official company announcements

$7,500/release

Newsletters & e-blasts

Direct inbox access

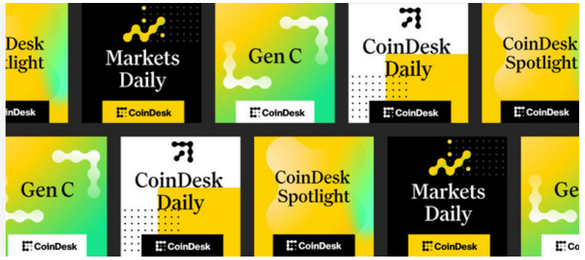
$7,000 - $16,000



Podcasts & video

Cross-platform storytelling

$35,000+



Events

Global physical presence

$10,000 - $1,000,000+

Custom content

Bespoke video & live executions

$35,000 - $215,000+

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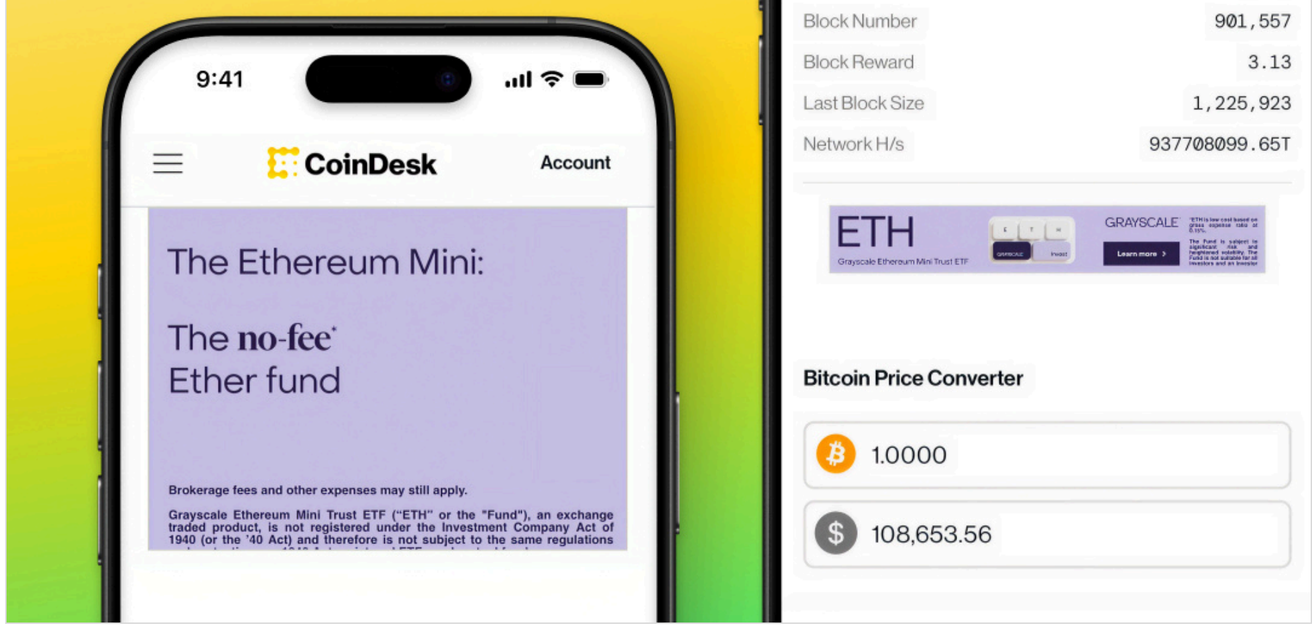
Digital advertising

Own the screen.

High-impact placements on crypto's most trusted platform.



Performance intelligence

30% higher viewability

CoinDesk averages **85% viewability** (vs. 65% industry avg). Research confirms that impressions held in view at this threshold have a **2x to 3x higher** likelihood of driving conversion.

2x higher engagement

Average CTR is **0.1%** (vs. 0.05% industry avg). High-quality traffic and premium placements effectively reduce your **cost per click (CPC) by up to 50%.**

Premium banners

Pricing

$40 CPM

Best for

Maximum visibility and brand dominance.

Format

High-impact canvas for rich storytelling.

Specs

Desktop: 970x250, 300x600
Mobile: 300x250

Standard banners

Pricing

$23 CPM

Best for

Frequency, scale, and efficient reach.

Format

Standard IAB units compatible with all creative assets.

Specs

Desktop: 728x90, 300x250
Mobile: 300x50, 320x50

Sticky banners

Pricing

$40 CPM

Best for

Conversion and sustained attention.

Format

Fixed mobile anchor that remains in view as users scroll.

Specs

Mobile only: 320x50, 300x50

© CoinDesk 2026

Digital advertising

Own the screen.

High-impact placements on crypto's most trusted platform.

One day takeover

Pricing

$25,000 (US) daily
$40,000 (Global) daily

Amplify your brand's visibility with our daily/multi-day website takeover. This 100% SOV takeover features your brand creative site-wide across CoinDesk.com, inclusive of the homepage, all unsponsored articles and price pages.

Specs

Desktop: 970x250, 300x600, 728x90, 300x250
Mobile: 300x250, 320x50

High impact pushdown

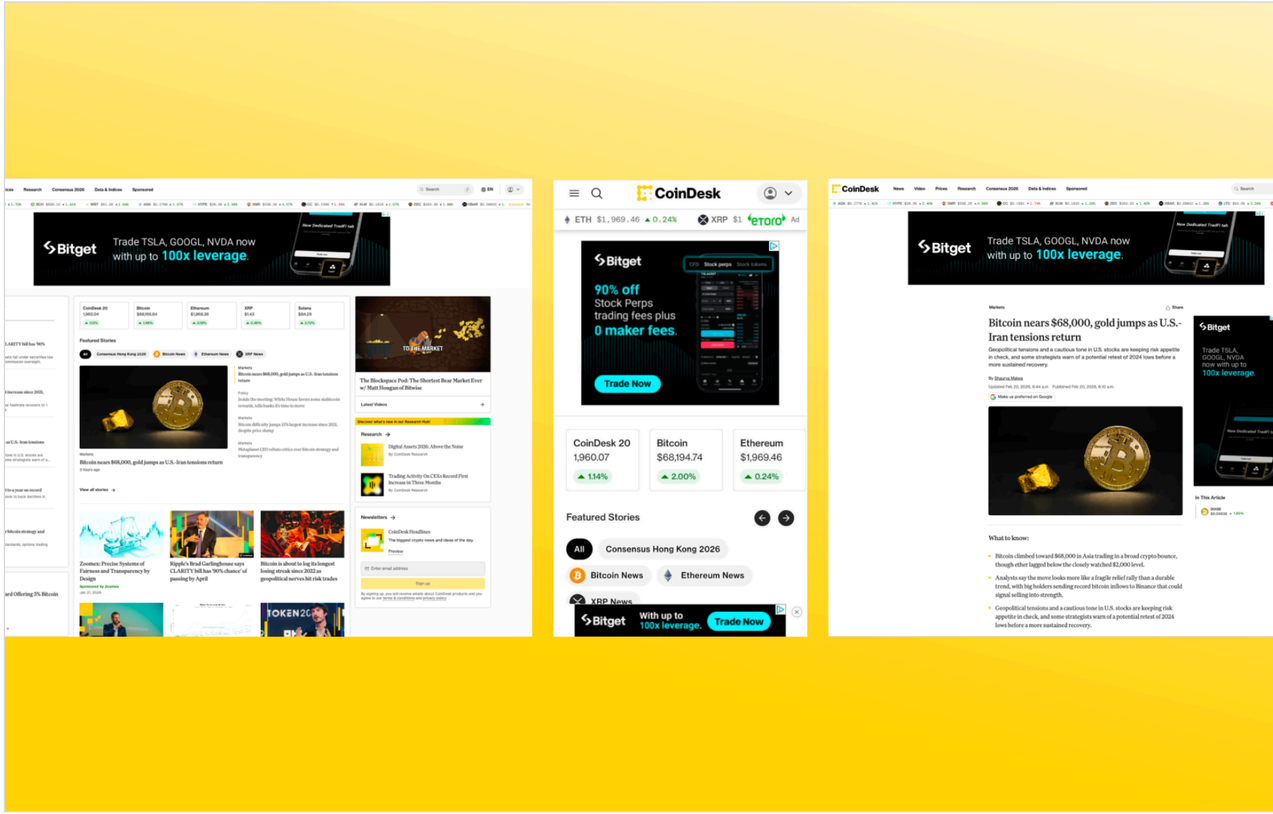
Pricing

$4,000 (US)
$5,000 (Global)

High impact advertisement appears alongside the main navigation and stays in view until the user scrolls away.

Specs

Desktop: 1250x260, 970x250
Mobile: 350x250, 300x250



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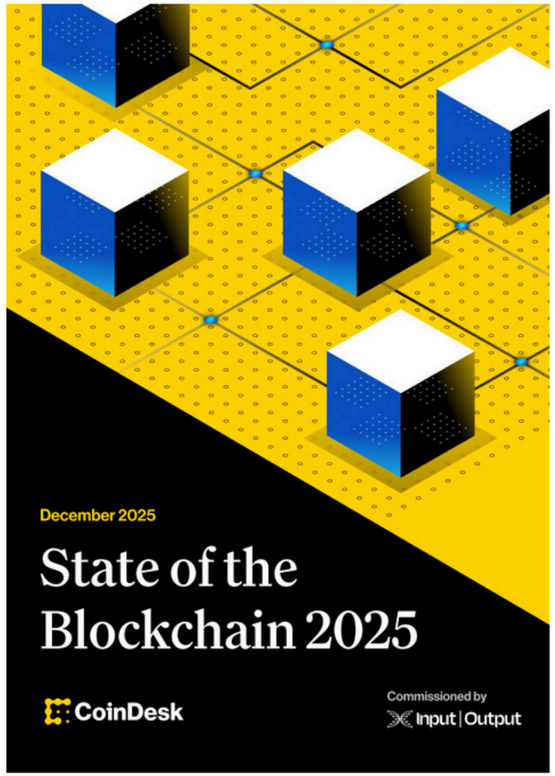
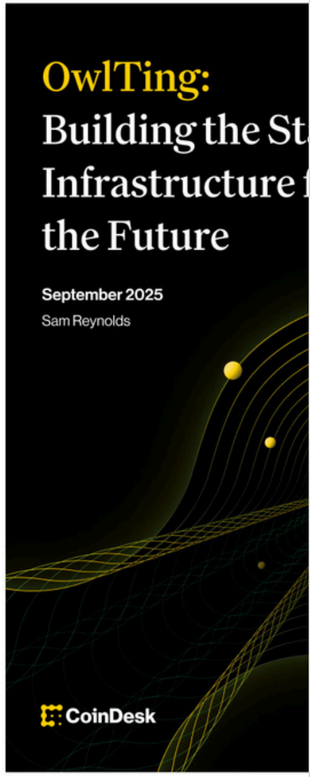
Research

Data-backed authority.

Associate your brand with institutional-grade insights and analysis.





Why institutions choose CoinDesk

Independent validation

We support growth and performance claims that the market would not trust if self-produced.

Strategic clarity

We inform high-stakes decisions around ecosystems and counterparties where internal expertise is limited.

Credible distribution

We amplify insights to a qualified institutional audience through a trusted third party, rather than paid marketing channels.

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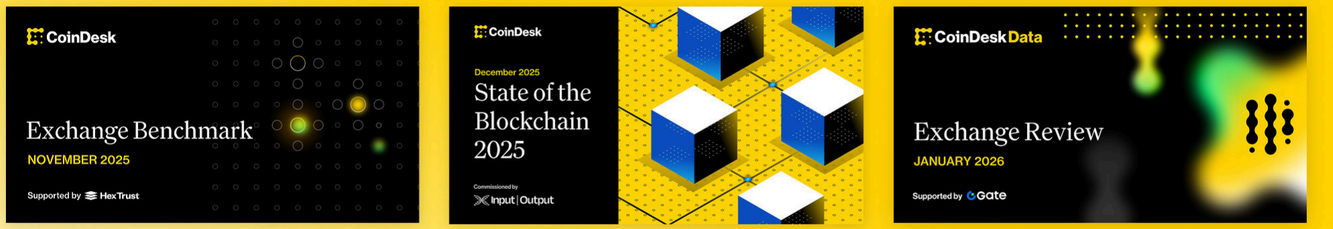
Research

Data-backed authority.

Associate your brand with institutional-grade insights and analysis.



Commissioned research

Pricing
$120,000-$160,000+

Cadence
4 reports per year
(1 per quarter)

What it is
A custom research report built and published under the CoinDesk brand, tailored to your protocol, exchange, or stablecoin — on topics you define with our analysts.

Best for
Protocols, exchanges, and stablecoin issuers who want original, third-party research to support investor communications, product launches, or ecosystem growth.

Deliverable
Two tiers, both 4 reports per year

- Primer + 3 Quarterly Updates — $120,000+
- Primer + 3 Custom Deep Dives — $160,000+

Flagship sponsorship

Sponsor CoinDesk's existing flagship reports — your brand on widely-read, independent benchmarks we already produce and distribute. Two options:

Monthly Report Sponsorship

Pricing
$180,000+ per year · 12 reports/year

Best for
Exchanges, stablecoin issuers, and tokenized asset platforms wanting consistent brand association with widely-read monthly reports

Available for
Exchange Review · Stablecoin & Tokenized Assets Report

Exchange Benchmark Sponsorship

Pricing
$180,000+ per 6 months · 2 reports/year

Best for
Custodians, prime brokers, and financial service providers seeking to reach exchange decision-makers and align with counterparty risk frameworks.

Deliverable
"Supported by" on live rankings table and landing pages · 1-page in-report ad + partner spotlight · Homepage feature during 6-month flight

Enhanced media amplification

Pricing
$25,000+

- 3,000 page views guaranteed to sponsored report
- Guaranteed 500,000 impressions
- Custom house ads created by CoinDesk
- 2x Social Posts driving to the report on both Twitter and LinkedIn
- 1x Newsletter Mention in Headlines Newsletter
- Media Network: 1x Branded Video supporting research or clip OR 1x live podcast read

*One month media flight

Available for commissioned research only

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Thought leadership

Control the narrative.

Educate the market with editorial-style storytelling.

Graranteed impact

Verified reach

Every article includes **a 1,500 page view guarantee**, ensuring your message is actually read, not just hosted.

Articles also include a **social boost** - 1 Twitter Post/1 LinkedIn Post/1 Newsletter mention per article . Brand will be tagged on social

SEO authority

Permanently archived content on a high-domain-authority site helps you rank for key industry terms long after the campaign ends.

Studio production

Pricing

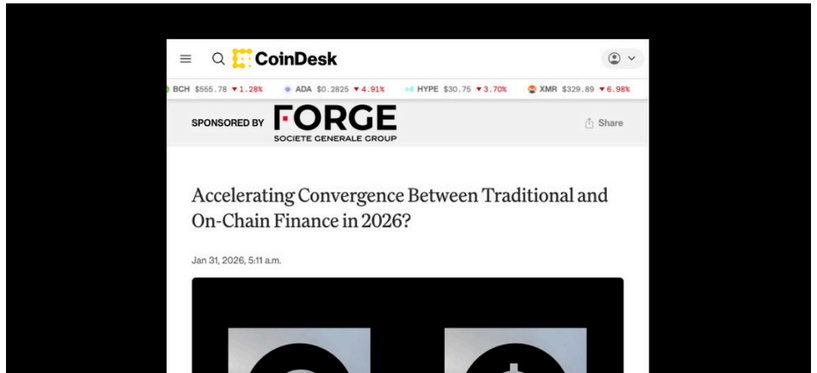
$23k/Article

The value

Articles are written by CoinDesk Studios, ensuring they match the tone and rigor of our editorial newsroom while keeping your key messages intact.

Deliverable

You retain full approval rights on messaging, headlines, and creative direction.



Strategic series (bulk package)

Pricing

$92,000+

Best for

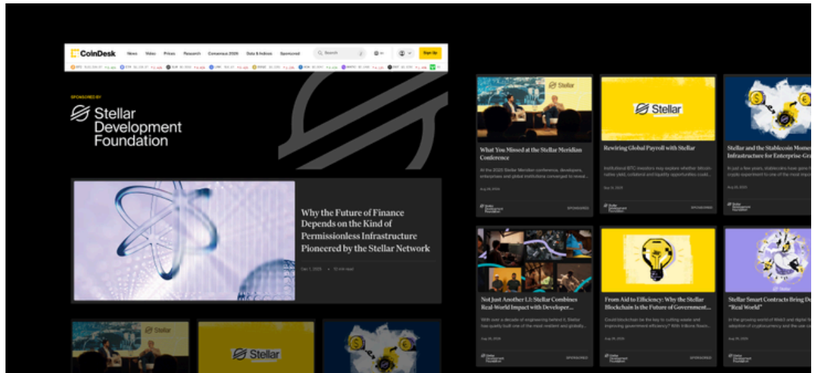
Narrative arc series (4+articles)

The value

Unlocks a **dedicated brand landing page** on CoinDesk.com to aggregate your content, boost SEO authority, and feature upcoming posts.

Deliverable

Internal decision-making documents prioritizing data quality and neutrality.



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Press release

Make it official.

Timely company updates permanently archived on CoinDesk.com.

Prime visibility

The placement

Your news is featured in the dedicated Press Release module on the CoinDesk Homepage, putting your announcement directly in the path of our daily traffic.

The asset

Every release receives a dedicated CoinDesk URL that lives permanently on our site.

Single release

Pricing

$7,500/Article

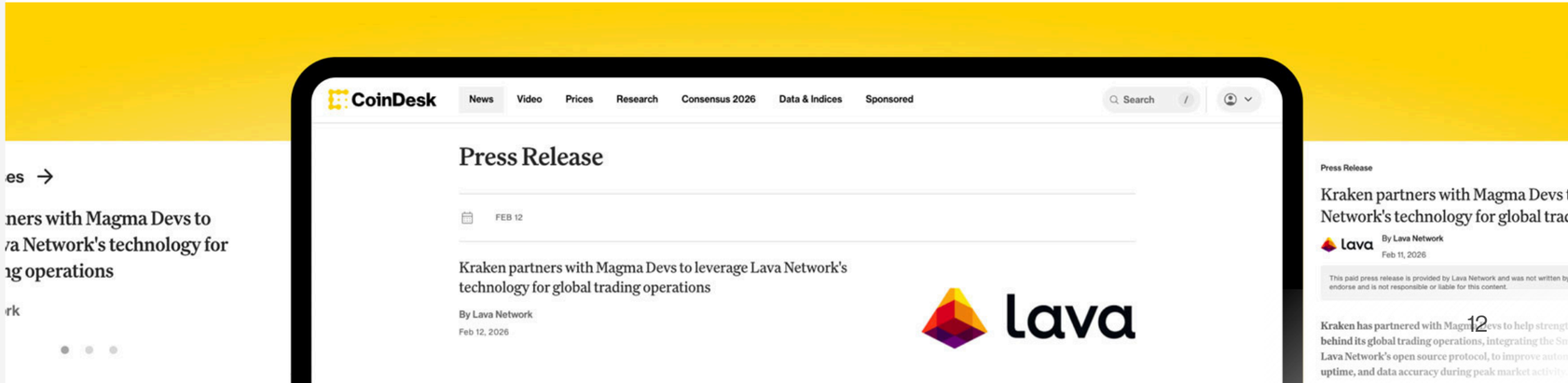
Custom packages

Pricing

Custom pricing available for bundles of 5+ releases

Ideal for

Active roadmaps, product suites, or ecosystem updates



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Newsletters & E-blasts

The daily habit.

Direct access to the inboxes of opted-in decision makers.

Why the inbox matters

Unrivaled attention

Primary Newsletter Sponsorships perform 900% stronger than the average banner ad in terms of Click-Through Rate (CTR).

Active engagement

With open rates reaching 36%, your brand is viewed by an opted-in audience that actively seeks out CoinDesk's perspective every morning.

Full-funnel impact

Packages include 100% Share of Voice (SOV) within the newsletter and 2x tagged social boosts to extend reach beyond the inbox. (excluding e-blast).

Daily market intelligence

Investment

$10,000 /week

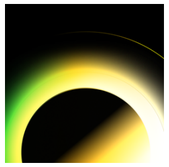
Best for

Routine integration and high-frequency brand recall.

Headlines

The biggest stories in crypto, analyzed. (42% avg open rate).

Crypto Daybook Americas



Essential market analysis for traders. (23% avg open rate).

Weekly strategic verticals

Investment

$6,500 – $9,000/month

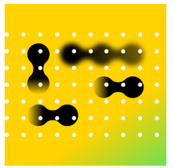
Best for

Targeted alignment with specific sectors (Policy & Tech).

State of Crypto

The intersection of digital assets and government regulation. (40% avg open rate).

The Protocol



Deep dives into the technology behind the blocks. (26% avg open rate).

Custom e-blasts

Investment

Starts at $16,000

Best for

Direct response, product launches, and conversion.

The offer

A standalone, dedicated email sent to a premium list of 50,000+ subscribers.

The control

You supply 100% of the creative (copy, HTML, images) for maximum impact.

Scarcity

Limited to 2 slots per month to maintain high engagement.

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Podcasts & video

The voice of the industry.

Intimate audio and visual connection with engaged audiences.

The package & reach

Network sponsorship

Comprehensive reach: Your brand runs across the CoinDesk show slate, maximizing frequency and breadth with all audiences.

Deliverables

:6, :15, :30 host-read ads depending on length of video

:15 pre-roll video: trackable visual placements on CoinDesk.com.

Integrated support: Links in show notes and 2x tagged social mentions per week

Distribution

600k+ total network reach.

Multi-platform: distributed via Spotify, Apple Podcasts, YouTube, X, Instagram/Tiktok (for short form) and CoinDesk.com.

Investment

Starts at $35,000/month

- Includes sponsored interview**
  - ** Maximum of one sponsored interview per quarter
- Note: Direct show sponsors receive primary placement to network sponsors

The network

Public Keys New

Weekly

From the floor of the New York Stock Exchange, connecting the dots between crypto and the public markets.

The Policy Protocol New

Weekly

Covering government moves and blockchain policy with top legal minds and guests

CoinDesk Daily

Daily

The essential short-form recap of the day's top crypto stories affecting the industry and investing.

Markets Outlook

Weekly

Targeting digital asset investors and onchain market movers with interviews and analysis.

CoinDesk Spotlight

Weekly

Key interviews with crypto's most influential leaders and executives and those making news today.

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Podcasts & video

The voice of the industry.

Intimate audio and visual connection with engaged audiences.

Public Keys New

Public Keys is CoinDesk's weekly market intelligence show, shot from the floor of the NYSE, delivering sharp analysis on crypto equities, ETFs, stablecoins, and more — straight from the analysts, asset managers, and executives moving digital asset markets.

Show details

A 30-minute show featuring interviews, analysis and news impacting crypto in the public markets. Published weekly on Mondays at 2pm ET.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube collaboration post with NYSE
- CoinDesk X, repost by NYSE
- Social clips shared weekly on @CoinDesk and @NYSE
- 2x interviews monthly played in NYSE morning show
- ETF interviews distributed on ETF Central website via article, video embed and newsletter
- NYSE app (coming soon)

Pricing

$35,000 /month
$100,000 /quarter

Reach

700K+
2.1M+

The Policy Protocol New

The Policy Protocol is CoinDesk's weekly regulation show, co-hosted by Rebecca Rettig and Renato Mariotti, translating Washington's crypto policy developments into actionable intelligence through breaking news, expert interviews, and sharp debate with the lawmakers and regulators shaping digital assets.

Show details

A conversational 20-minute show featuring a debate/discussion on the week's hottest topics, an interview with a newsmaker or analyst, and a Person of the Week segment. Published weekly on Fridays at 11am ET.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube
- X
- Social clips shared weekly

Pricing

$15,000 /month
$55,000*/quarter

*includes 1x month of State of Crypto Newsletter

Reach

300K+
impressions per month

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Podcasts & video

The voice of the industry.

Intimate audio and visual connection with engaged audiences.

CoinDesk Daily

CoinDesk Daily is your go-to briefing for the biggest stories in crypto each day. In a concise, fast-moving format, CoinDesk's anchors cut through the noise to deliver the headlines, market moves, and developments you need to know in less than two minutes.

Show details

A 90-second social-first video featuring the top three stories you need to know each day. Published daily at 12pm ET.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube Shorts
- X

Pricing

$20,000 /month
$55,000 /quarter

Reach

400K+
impressions per month

Markets Outlook

Markets Outlook is CoinDesk's crypto-native markets show delivering real alpha on coins, ecosystems, and trends, with traders, analysts, and ecosystem participants breaking down price action, market structure, and on-chain dynamics.

Show details

A 15-minute show featuring interviews, analysis and trends in crypto-native markets. Published weekly on Thursdays.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube
- X
- Social clips shared weekly

Pricing

$20,000 /month
$55,000 /quarter

Reach

400K+
impressions per month

© CoinDesk 2026

Podcasts & video

The voice of the industry.

Intimate audio and visual connection with engaged audiences.

CoinDesk Spotlight

CoinDesk Spotlight puts the people driving crypto, AI, the future of finance and emerging tech in the hot seat. Each episode goes beyond the headlines for exclusive conversations with the names moving the needle, from founders to regulators to the contrarians shaping what comes next.

Show details

A 1:1 conversation with a CoinDesk host and guest, interview duration can be anywhere from 5 minutes to an hour, depending on the topic. Published weekly on Wednesdays.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube
- X
- Social clips shared weekly

Target Audience

- Crypto native and Crypto adjacent
- Discovery
- General tech

Pricing

$20,000 /month
$55,000 /quarter

Reach

400K+
impressions per month

Previous Guests

- CZ
- Mike Novogratz
- Eric Trump
- Charles Hoskinson
- Cathie Wood
- Joe Lubin
- Michael Saylor
- Senator Cynthia Lummis
- Kevin O'Leary

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Podcasts & video

Custom Segment

A sponsor-defined theme anchors the segment, giving brands direct input on the topic that matters most to them. CoinDesk's editorial team then selects and shapes the content, ensuring every story is newsworthy, credible, and native to the show. The result is a seamless integration that puts a brand's message alongside storytelling audiences trust.

Show details

A weekly segment running in a select CoinDesk show, and on social. Available to run in Public Keys, Markets Outlook or Policy Protocol.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube
- X
- Social clips shared weekly

Pricing

$15,000 /month
$42,000 /quarter

Reach

180K+
impressions per month

Custom Segment with Bonus Interview

Everything included in a Custom Segment, in addition to a CoinDesk-produced bonus interview. Conducted by a CoinDesk host with your CEO or executive leadership, the interview is shaped by sponsor-submitted topics to keep the conversation aligned with your communications objectives.

Show details

Interview duration will be up to 10 minutes. Published as a standalone episode and distributed across CoinDesk properties.

Distribution Details

- CoinDesk.com
- CoinDesk Podcast Network
- YouTube
- X

Pricing

$25,000 /month

Reach

250K+
impressions per package

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Events

IRL impact.

Physical presence at the industry's most critical gatherings.

Power of Presence

$4T+ AUM

Assets under management represented by the finance giants gathered at Consensus 2026.

20,000+ attendees

Professionals gathering from over 100 countries to network, deal-make, and learn.

Direct access

Engage face-to-face with the builders coding the future and the allocators funding it.

Investment

$10,000 - $1,000,000+

The global circuit

Consensus 2027: the global standard

The scope

The world's largest and most influential gathering of digital asset, technology, and finance leaders.

Global reach

Miami: May 4-6, 2027 (The Western Hub)
Hong Kong: TBC (Gateway to Asian Capital)

Sponsorships

Bespoke booths, mainstage speaking opportunities, private VIP dinners, and high-visibility branding.

CoinDesk Policy & Regulation Summit

Focus

The path forward for the digital asset revolution.

Global reach

Washington D.C. (Sept 22, 2026)

The audience

Direct access to the lawmakers, regulators, and institutional heavyweights shaping the rules of the road.

Sponsorships

Bespoke booths, mainstage speaking opportunities, private VIP dinners, and high-visibility branding.

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Custom content

Bespoke storytelling.

High-fidelity production that humanizes your technology.

Who is CoinDesk Studios?

CoinDesk Studios is our in-house creative arm. We combine the journalistic rigor of our newsroom with the strategic polish of a production house to create content that deeply resonates with the digital asset and traditional economies.

Core video offerings

Custom video series

The concept

Documentary-style storytelling designed to differentiate your brand. From founder profiles to deep dives on specific tech use-cases (e.g., Privacy, Real World Assets).

The value

We handle concept, filming, and post-production. You get Perpetual Licensing rights to use the assets across your own channels.

Distribution

Rolled out across CoinDesk social handles and homepage.

Investment

Starts at $35,000

CoinDesk Live (on-location)

The concept

We bring a pop-up CoinDesk news desk to your event or office.

The value

Conduct high-quality interviews with your executives and speakers, streamed directly to our global audience. It adds instant editorial weight to your gathering.

Distribution

Live stream + Social cut-downs + Editorial commentary.

Investment

$125,000 / Day

© CoinDesk 2026

Custom content

Deep engagement.

Interactive formats and white-label experiences.

CoinDesk Keynote New

Investment

$50,000

The concept

A custom, gated-video offering designed for high-conversion lead generation. Think of it as the "TED Talk" for your product launch or demo.

The mechanics

Teaser phase: We produce high-energy social clips to drive traffic.

The gate: Users provide verified contact info to access the full 8-12 minute asset.

The lead gen: You receive the data of the high-intent users who watch your content.

Ideal for

Product Demos, Mainnet Launches, Technical Deep Dives.

Studios event production

Investment

Starts at $75,000

The concept

Don't just sponsor an event—
let us build one for you.

The value

We transform your vision into an impactful IRL experience. Whether it's an exclusive VIP dinner, a hackathon, or a standalone conference, we handle the logistics, attendee outreach, and content programming.

Capabilities

Venue management, panel curation, and video capture for post-event content.

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Verified impact

© CoinDesk 2026

Verified impact

Outperforming the benchmark.

Driving scale and engagement for the industry's largest asset managers.

The ETF launch strategy

Challenge

Help Grayscale stand out in a crowded ETF landscape against traditional finance giants.

The value

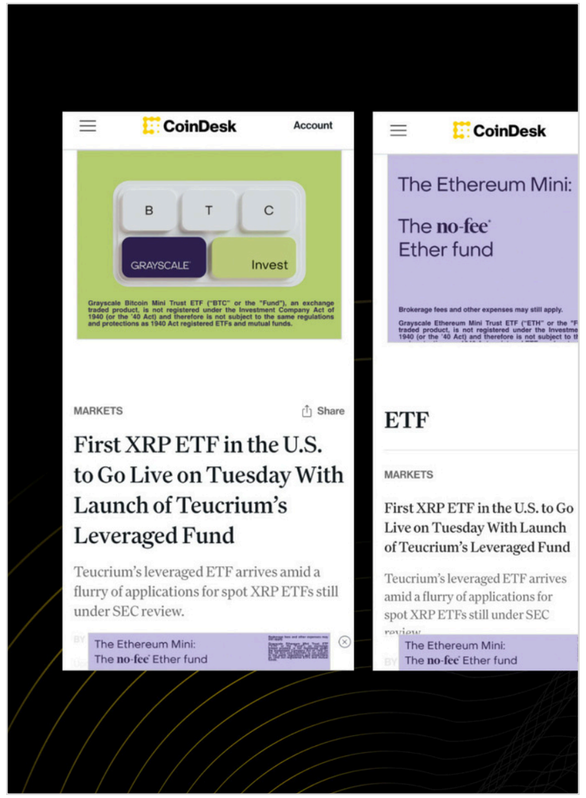
Always-on dominance. A blend of 2025 rotational banners, monthly newsletter sponsorships, and quarterly site takeovers aligned with ETF content.

Results

21M
Impressions delivered

32,000
High-intent clicks

2.5x
Higher CTR than the industry average



The takeover effect

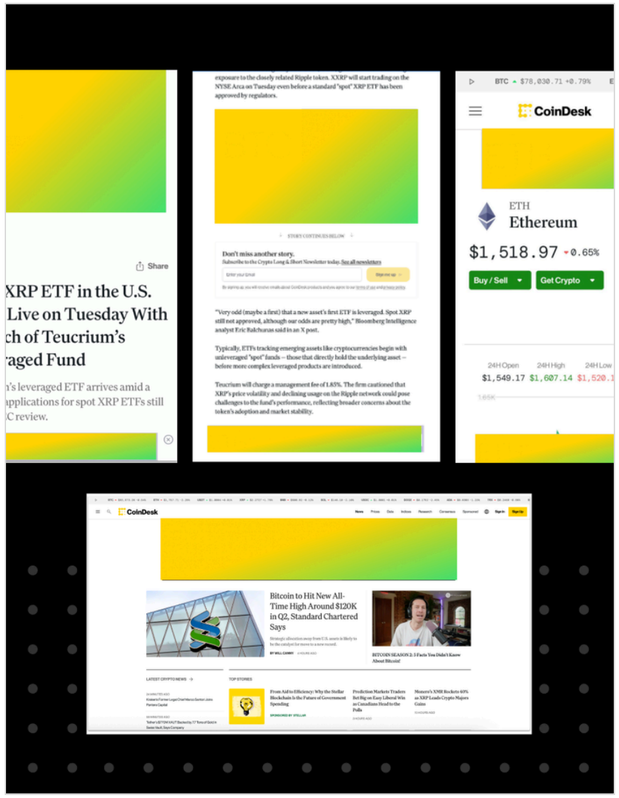
Internal data confirms that 100% Share of Voice (SOV) takeovers consistently outperform standard inventory.

+31% CTR lift
Advertiser A performance results

+22% CTR lift
Advertiser B performance results

Takeaway

High-impact formats drive significantly higher engagement than standard rotation.



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Verified impact

Narrative architecture.

Humanizing complex technology through high-fidelity storytelling.

Avalanche Accelerator series

The goal

Shift the perception of Avalanche from "infrastructure" to "innovation engine" by highlighting visionary founders building on the chain.

The execution

CoinDesk Studios managed the end-to-end production of a custom documentary video series. We handled narrative development, filming, post-production, and multi-channel distribution.

The output

Authentic, broadcast-quality storytelling that allowed the brand to touch on product offerings through the lens of user success.

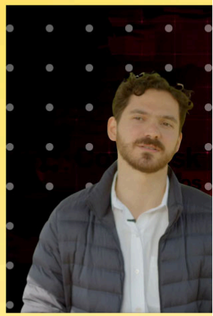
The impact

240,000+ total views

across on-site and off-site distribution

Omni-channel reach

distributed via CoinDesk.com, YouTube, and X (Twitter) for maximum visibility.



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Verified impact

Category leaders

ETF issuers

Bitwise

BlackRock

GRAYSCALE

21shares

Network launches

midnight

Insitutional Tech

Chainalysis

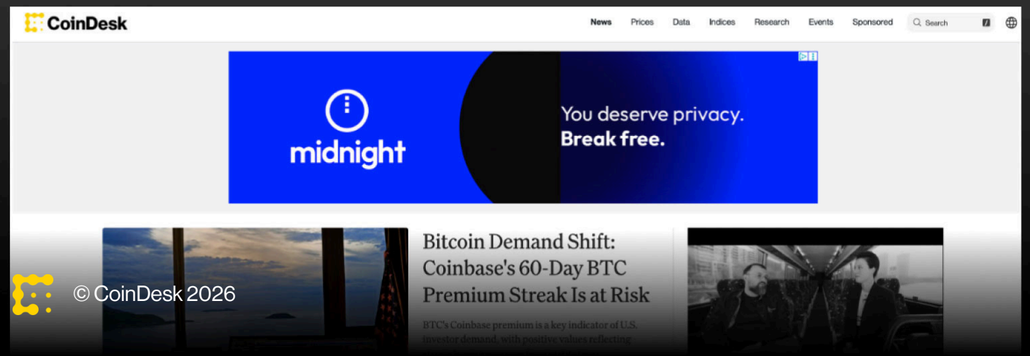
coinbase PRIME

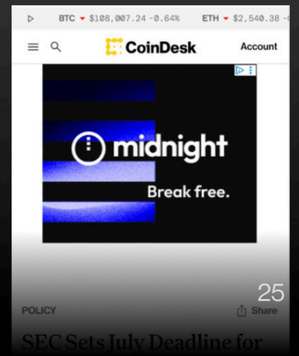
Fireblocks

Trusted by market leaders

The partner of choice for global finance and digital asset pioneers.

> Grayscale and CoinDesk have been working together for over five years. It's been a successful partnership on all fronts. They are regularly one of our top media partners in terms of performance, and mandatory when it comes to reaching a crypto native audience. Anecdotally, CoinDesk has been true a partner and deeply understands how crypto's volatility requires media planning flexibility."
>
> **SVP Marketing, Seres Lu, Grayscale**





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Creative specifications

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Ad specifications

Units	Dimensions	File type	Max length	Loops	File Size Restrictions
High impact (Desktop)	1250 x 260	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
High impact (Mobile)	350 x 250 300 x 100	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
Billboard	970 x 250	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
Desktop/mobile rectangle	300 x 250 300 x 600	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
Leaderboard	728 x 90	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
Mobile leaderboard	300 x 50 320 x 50	JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB

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Ad specifications (continued)

Units	Dimensions	File type	Max length	Loops	File size restrictions
Button	120 x 60	.JPG, .GIF, .PNG, HTML5 1x1 impression/click tracker or 3rd party tag accepted	:30 sec	3	Max file size (Initial load) 50KB; Max file size (Subload) 150 KB
Pre-Roll	1 x 1	MP4, MOV 3rd party VAST accepted (3.0, 4.0)	:15	NA	Locally hosted Resolution: 16:9 - 1920x1080 (recommended), 640x380 (minimum) Video Bitrate: 1500 kbps min or 600 kbps, respectively Video Codec: H.264 MP4 or MOV Video Frame Rate: 30 fps Audio Bitrate: 128 kbps minimum Audio Codec: AAC, MP3 or MP4 Max file size: 10 MB VAST: Video Codec: H.264, MP4 Video Resolution: 1920x1080 or 640x360 Video Bitrate: 1500 kbps min or 600 kbps, Video Frame Rate: 30 fps Audio Bitrate: 128 kbps minimum Audio Codec: AAC, MP3 of MP4 Max file size: 5 MB
Newsletter - Primary sponsorship	500 x 250 970 x 250 728 x 90 300 x 250 320 x 50	Logo, Image, Text, URL required	NA	NA	Logo: larger, high quality image preferred 500x250 Max file size 250KB Text 150 word maximum Banners to run 100% SOV across CoinDesk.com on relevant content

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Media network specifications

www.coindesk.com/podcasts

- A **script** for an approximately 30-second recorded mid-roll read. If the script is shorter, we'll just repeat the call to action, so 25 seconds is a fairly ideal length. Please make sure any possibly uncertain pronunciations are made clear. Note that the script is the most urgent thing CoinDesk will need. The script provided will be recorded by our podcast team, with the audio layered over the visual shared. Please see the example sponsor deck here with links as needed for reference. The visual (either a muted ad video, website preview, etc) is delivered via .mov or .mp4. This video portion (muted) serves as the visual ad component that accompanies the audio read
- Sponsor supplied 6-second and 15-second script with visuals
- An up to 50-word sponsored line for the show notes in the RSS podcast feed, that includes a linked call-to-action at the end. If you would like to track clicks, please provide us with your own UTM link. Recommended format: the first word is the sponsor name, and the primary URL is at the end of the text.
- Please make it clear how the promoted product/business name should be referred to both (1) in print and (2) when read allowed, as in: "Today's Episode is sponsored by Toyota." Some sponsors choose to use a full website URL ("Today's episode is sponsored by Toyota.com") rather than just a company name in either or both instances. For your company or product name, please provide a phonetic spelling or audio recording of the names as properly pronounced.

As a guide, here are some examples from a recent sponsor:

Script

Looking for the best way to unlock your crypto's liquidity? Nexo.io is exactly what you need. Borrow against your digital assets at just 5.9% APR, earn passive income with yields of up to 12%, and swap between more than 75 market pairs with the instant Nexo Exchange. Try the Nexo Wallet App to get the full 360 degrees of crypto banking. Get started at Nexo dot i o.

Sponsored Line

(We suggest this format of starting with the business/product name, and ending with a call to action with a URL. For the initial company name mention and ending URL, a UTM link is added):

- *Nexo is a powerful, all-in-one crypto platform that lets you securely store your assets. Invest, borrow, exchange and earn up to 12% APR on Bitcoin and 20+ other top coins. Insured for $375M and audited in real-time by Armanino, Nexo is rated excellent on Trustpilot. Get started today at nexo.io.*

Promoted Product / Business Name

This episode is sponsored by Nexo.io - (Pronounced: Neck-So Dot Aye Oh). Same in print and when read in podcast audio (note that Nexo used their URL - nexo.io - rather than just their business name).

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Thought leadership specifications

Subject line

- Accepted formats: JPG, PNG or GIF
- 4:3 Ratio required
- 1440x1080px recommended
- Must be under 1MB

Logo

- Accepted formats: JPG, PNG or GIF
- 4:3 Ratio required
- 1440x1080px recommended
- Must be under 1MB

www.coindesk.com/sponsored-content/

Enhanced email specifications

Subject line

- 50 characters max
- May not use all caps or exclamation marks, as these may cause the email to be marked as spam

CTA text for button

- 2-5 words / 25 characters max to avoid text wrapping

Branded image

- 1250x500
- Accepted formats: JPG, PNG or GIF

URL

- may share one link or multiple as needed

Copy

- 350 words max
- May link text within the copy - 4 links maximum is suggested

Logo

- Accepted formats: JPG, PNG or GIF
- 416x168 recommended
- Transparent backgrounds preferred

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