

# Media & Partnership Opportunities 2026

Reach the architects of the digital economy

**Investors. Builders. Decision-makers.**

# Access the digital economy

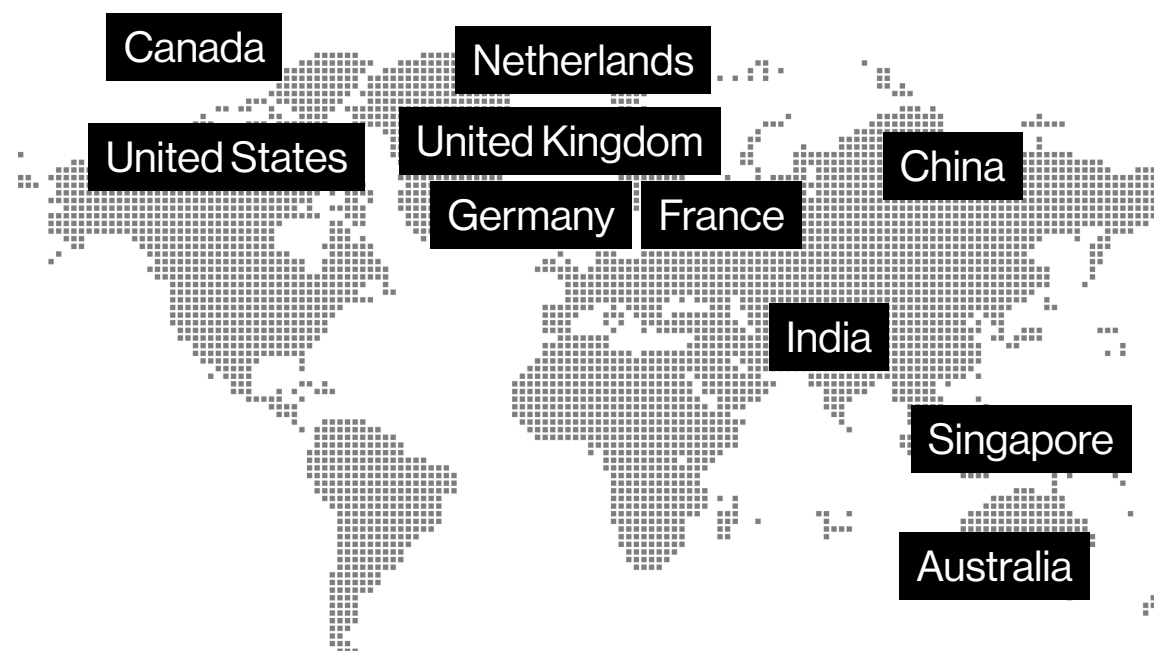
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# Global reach & influence

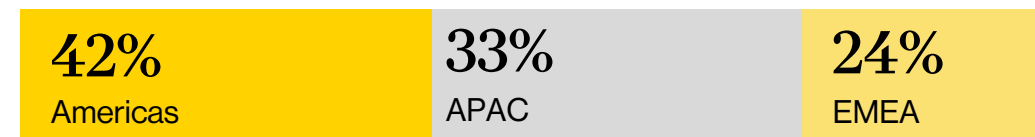
# Global reach & influence

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



## Device breakdown



## 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)

# Campaign strategy

# Maximum visibility

Launch with the whole world watching.

## Campaign profile

- Dominate visuals
- Control the narrative
- High-intensity burst
- Demonstrable impact
- Ideal for: product launches, IPOs, re-brands

## Media activations

- Digital: Full-site takeover
- Digital: 1-week price page takeover
- Podcast Network sponsorship with CEO Interview
- Press release
- Thought leadership
- Headlines newsletter sponsorship
- Optional add-on:
  - Consensus conference: customized brand awareness

## Advantages

### Total ownership

You secure 100% share of voice (SOV). Your competitors are effectively invisible during your launch window.

### The "big event" halo

Leveraging the psychology of a major event to create a perception of messaging ubiquity across channels.

### Establish executive authority

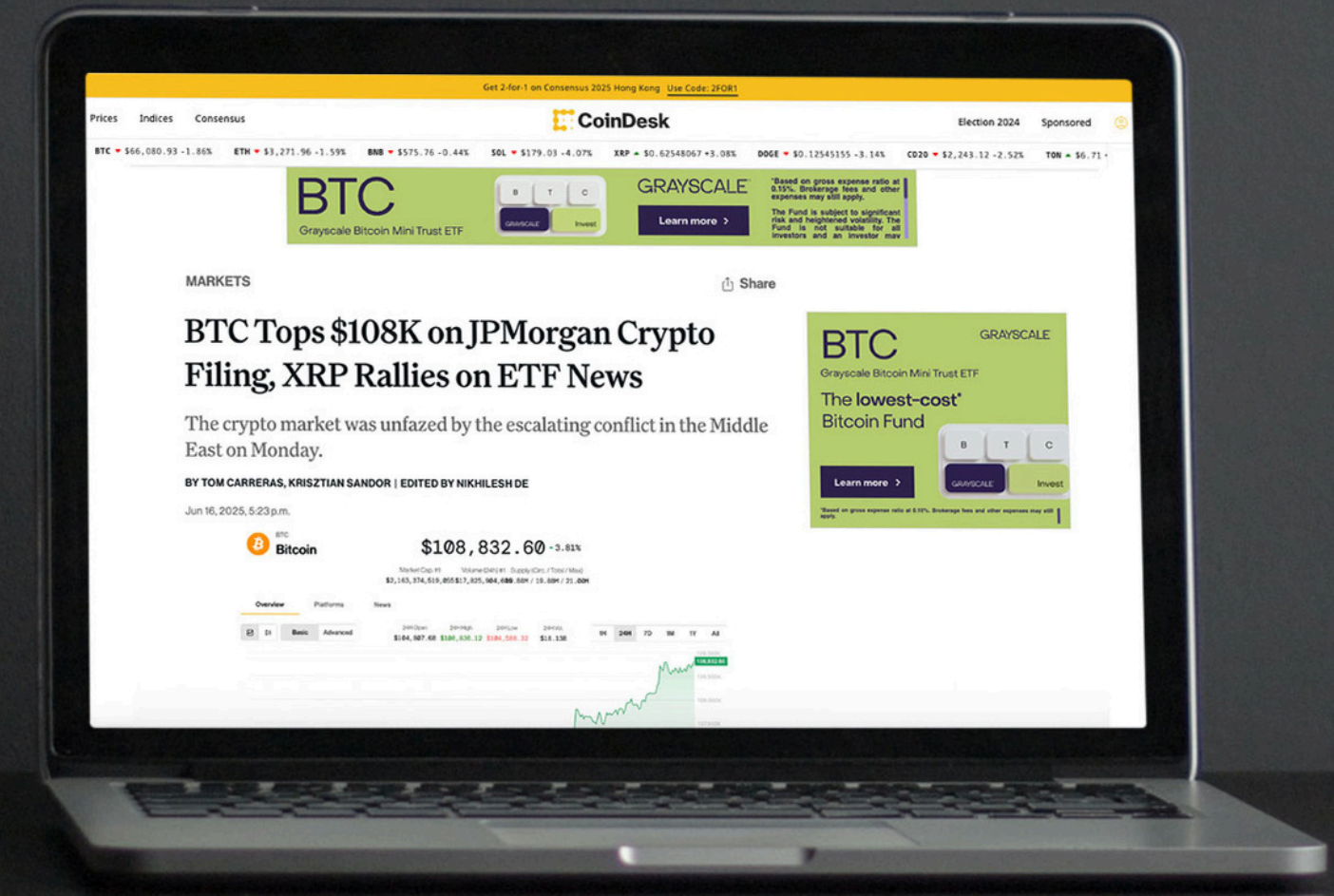
We place your leadership at the center of the industry's most critical conversations by integrating high-impact media with podcast features and PR placements.

### Convergence

Simultaneous physical and digital dominance establishes instant market authority.

Investment

**\$150,000+**



# Industry authority

Our name stands behind yours.

## Campaign profile

- Deepen audience understanding
- Raise trust profile
- Be seen as an authority
- Deploy high-quality, original content
- Ideal for: Institutional brands, Infrastructure providers, Layer 1s

## Media activations

- Custom CoinDesk Research with amplification
- Thought leadership: sponsored articles
- Podcast network sponsorship with CEO Interview
- Enhanced email
- CoinDesk Keynote [**\*\*NEW for 2026\*\***]
- CoinDesk CEO Op-Ed

## Advantages

### Institutional validation

Leverage the most trusted brand in the industry to validate your technology and use cases.

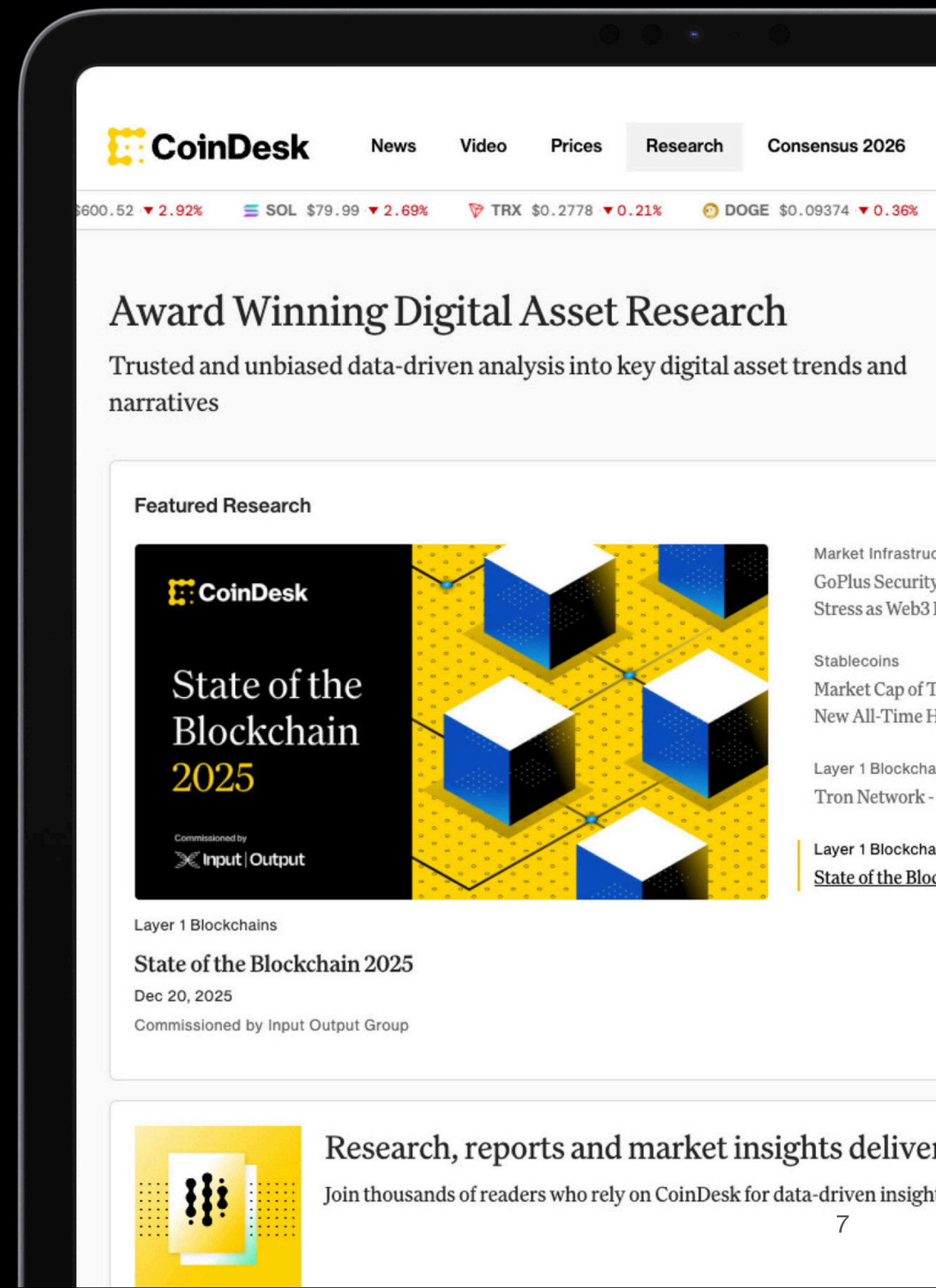
### Humanizing tech

Position your C-Suite experts as the face of the industry through intimate audio and video formats.

### Editorial-grade storytelling

Premium-grade content that moves beyond standard advertising

Investment **\$310,000+**



# Brand storytelling

Showcase the human impact behind the tech.

## Campaign profile

- Differentiate the brand
- Set the brand tone in a consistent, omni-channel way
- Tailored content
- Connected, accretive content deployment
- Ideal for: consumer apps, DeFi protocols, re-brands

## Advantages

### Cinematic assets

You receive broadcast-quality video assets with a perpetual license to use across your own channels forever.

### Guaranteed reach

We don't just make the content; we guarantee impressions on the homepage and across social channels to ensure it is seen by the right audience.

## Investment

\$650,000+

## Executions

- CoinDesk Studios On Location
- Custom video content series
- Custom CoinDesk research with amplification
- Digital: quarter-long ROS banners across CoinDesk.com

### Controlled narrative

You set the agenda, while we provide the polish and distribution power.

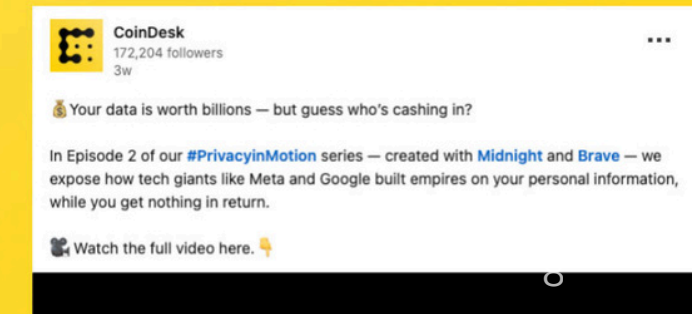
1 Demand Shift:  
ise's 60-Day BTC  
um Streak Is at Risk

se premium is a key indicator of U.S.  
and, with positive values reflecting  
g pressure from institutions.

DEOLE 6 HOURS AGO



Episode 3: The Governance Gauntlet



# Daily mindshare

Become the habit they can't break.

## Campaign profile

- Always-on
- Steady drumbeat of touchpoints
- Follow audience throughout the day
- Integrate with audiences' daily routine
- Ideal for: exchanges, wallets, data terminals

## Advantages

### High-performance format

Newsletter ads perform 900% stronger than standard banners in CTR.

### Massive audio scale

Reach 800k+ listeners across Spotify, Apple, and YouTube during their most focused moments.

Investment **\$550,000+**

## Media activations

- Digital: always on banner ads
- Digital: quarterly full site takeovers
- Monthly Headlines or Crypto Daybook Sponsorship
- Podcast network sponsorship with CEO Interview

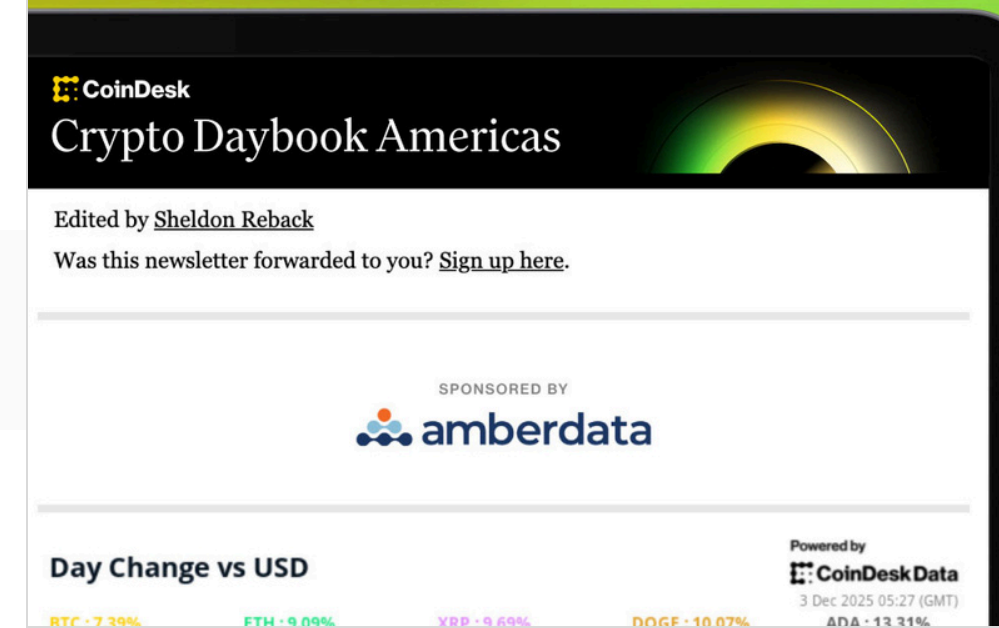
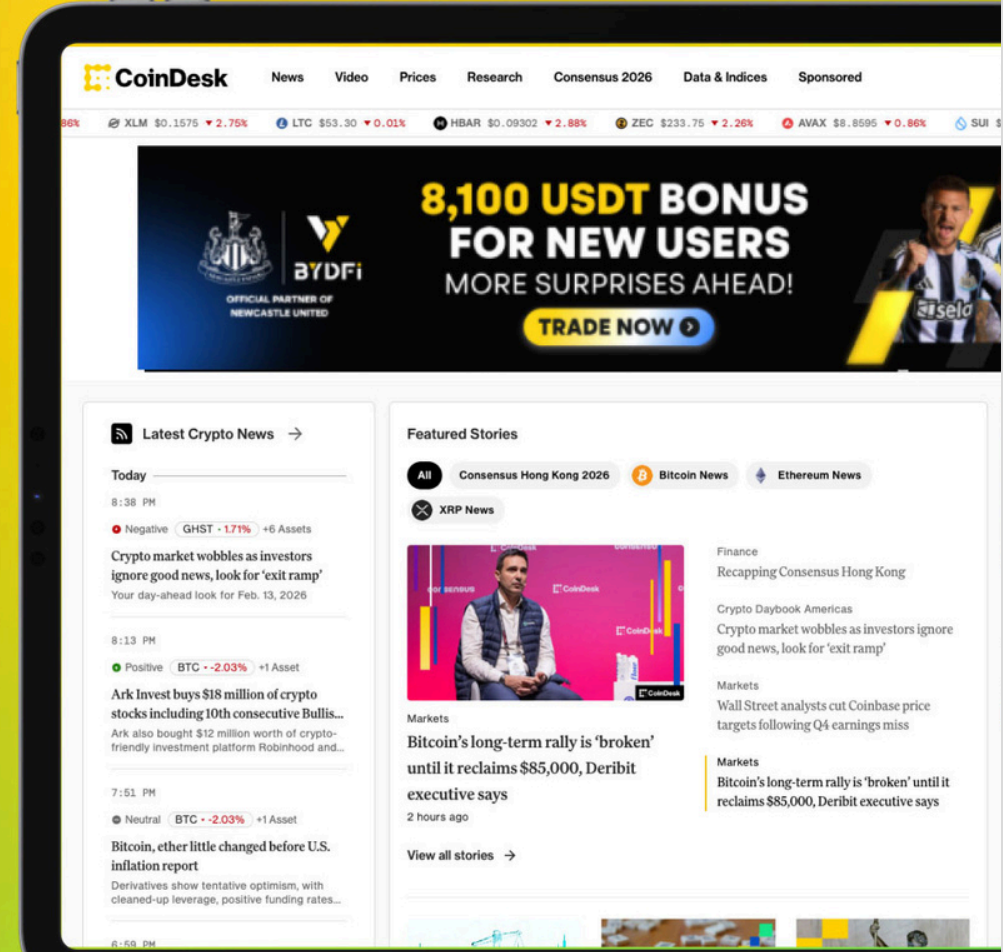
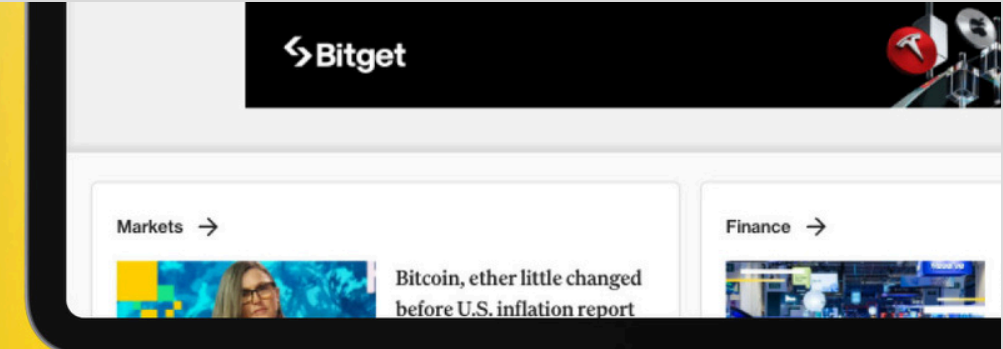
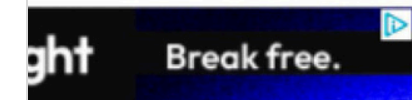
### Morning routine access

Your brand sits inside the inbox of decision-makers first thing in the morning (Open rates up to 32%).



ed to be unfazed by the Gold, a traditional haven ched higher at around ide oil prices plummeted 4%

ushed. Good sign," Sean igital asset strategy at in an [X post](#).



# User activation

Turn passive impressions into active users.

## Campaign profile

- Direct response
- High-volume targeting
- Drive specific CTAs
- Burst campaign promotion
- Ideal for: staking programs, app downloads, contests

## Media activations

- Editorial theme week: custom topic
- Digital: ROS Banners
- Newsletter ads
- E-Blast
- Press release

## Advantages

### Strategic market bursts

Drive immediate action with concentrated placements for time-sensitive launches. Turn massive reach into measurable results through high-intent CTAs.

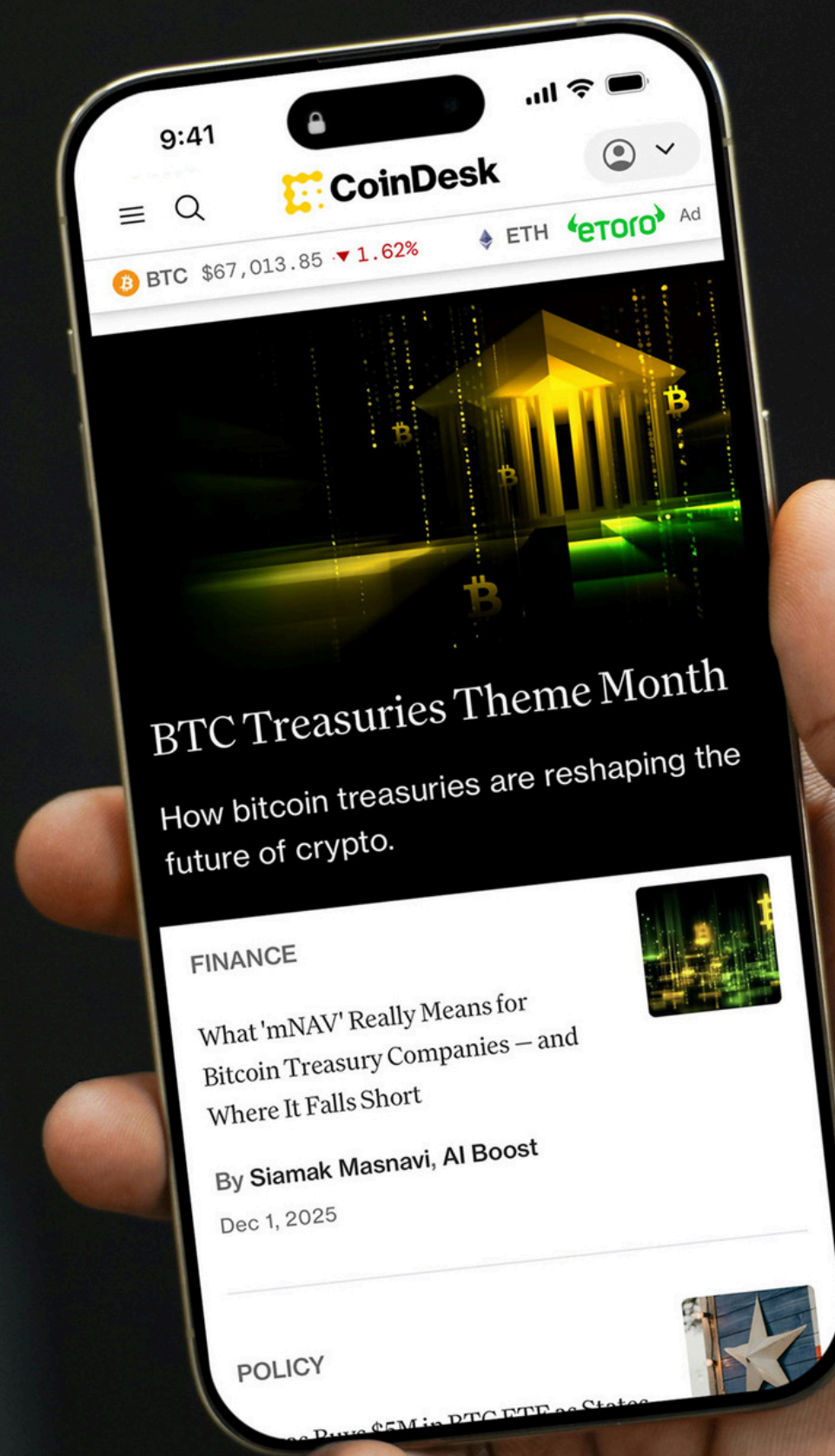
### Zero-waste precision

Eliminate spillover by targeting specific segments. Your message lands exclusively on users most likely to convert.

### 100% share of voice

Own the conversation by aligning with high-traffic editorial themes like AI or ETFs. Capture attention exactly when users are most engaged.

**Investment**     **\$250,000+**



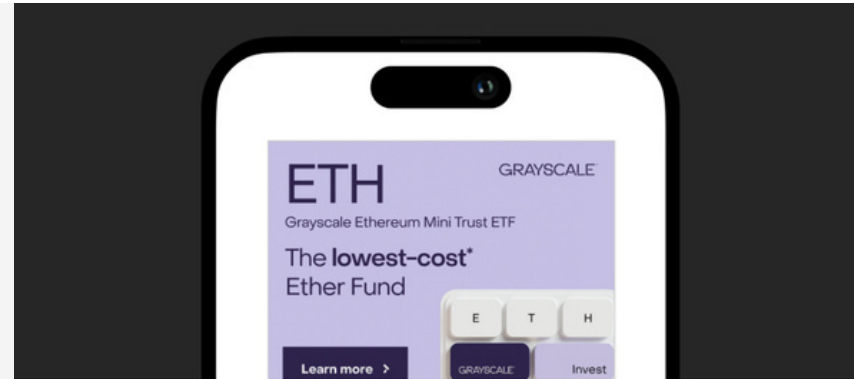
# Product suite

# Product suite

## Digital advertising

High-Impact display & reach

Min. \$15,000/mo



## Research

Institutional-grade data & reports

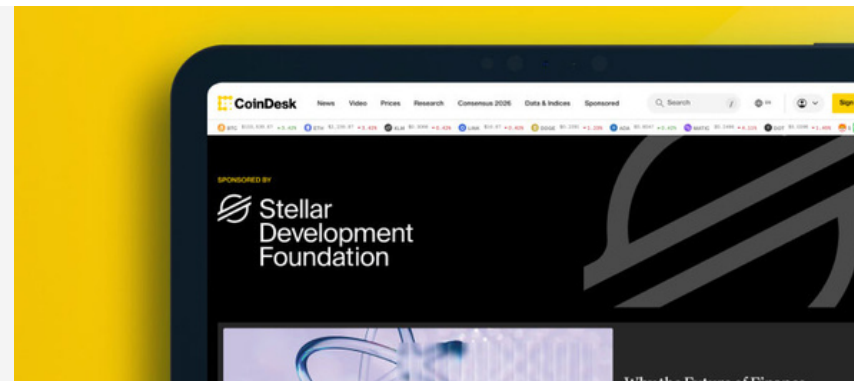
\$50,000 - \$500,000+



## Thought leadership

Editorial-style narrative control

\$18,000 - \$23,000



## Press release

Official company announcements

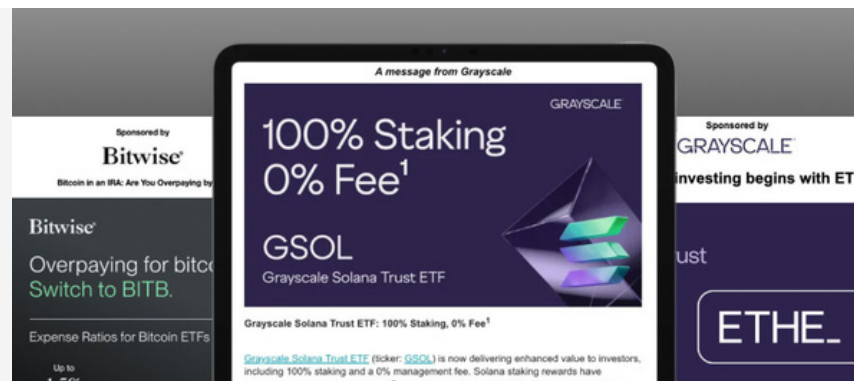
\$7,500/release



## 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

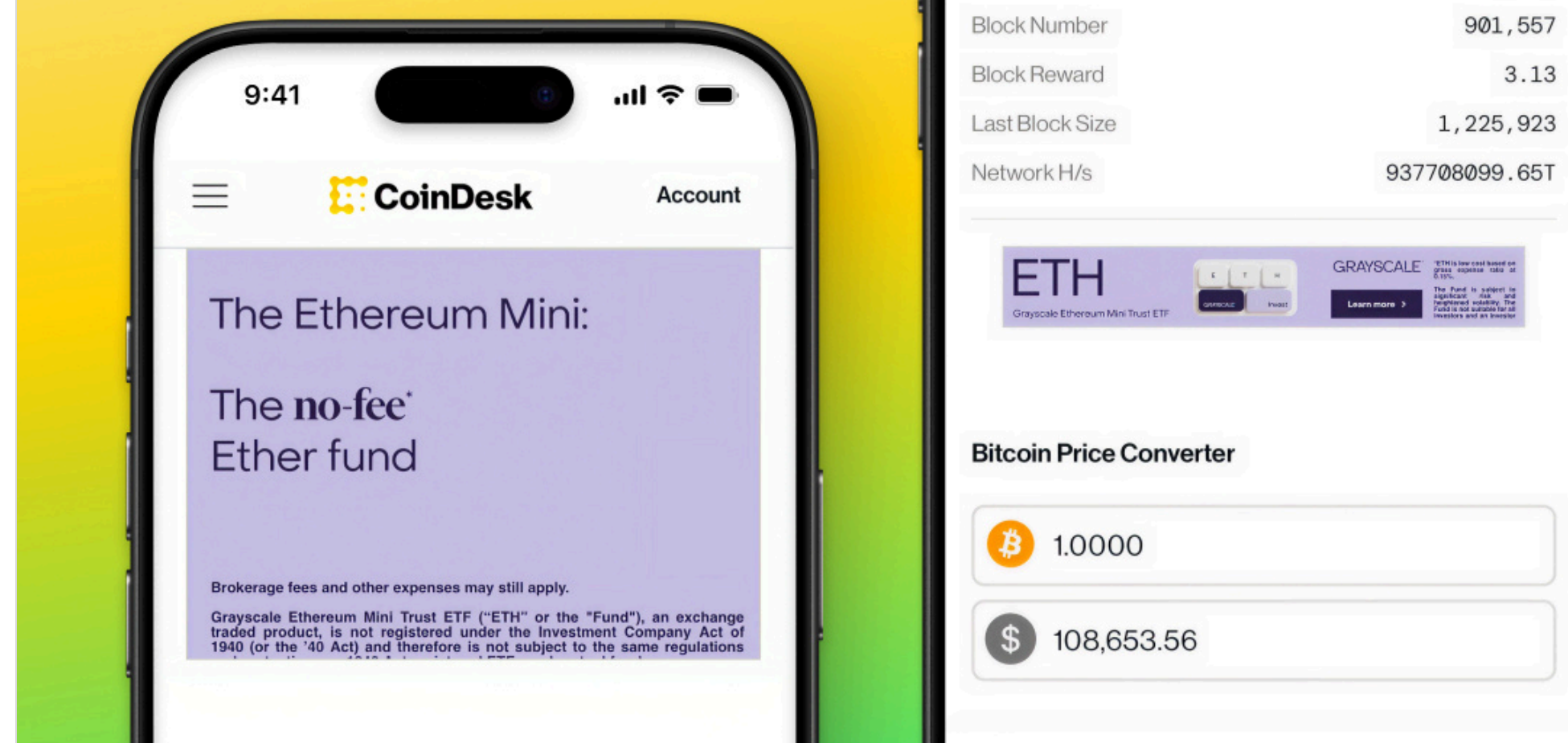
\$35,000 - \$215,000+



# 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

# 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)

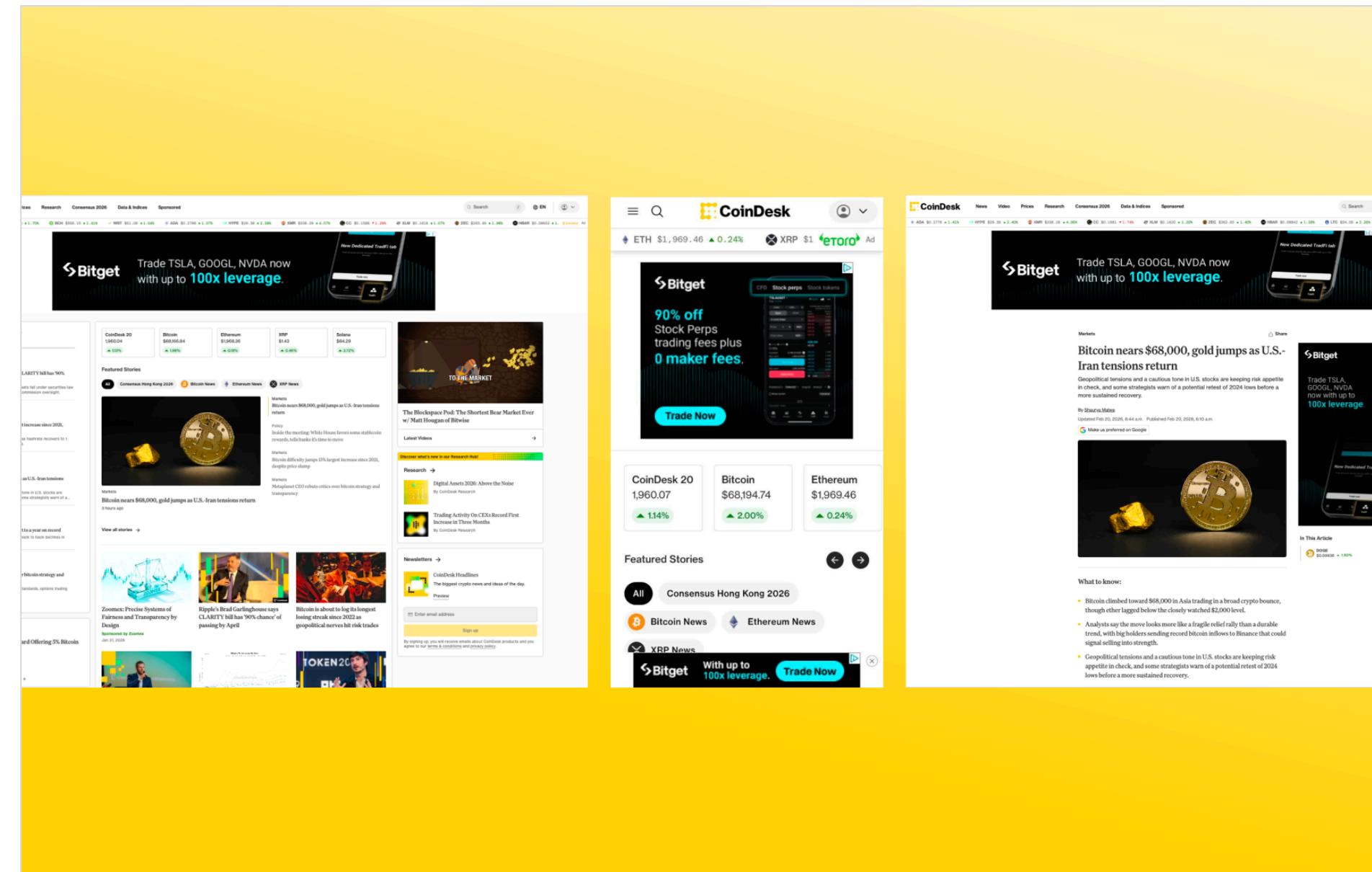
\$5,000 (Global)

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

### Specs

Desktop: 1250x260, 970x250

Mobile: 350x250, 300x250



# Research

## Data-backed authority.

Associate your brand with institutional-grade insights and analysis.

## Why institutions choose CoinDesk

### Independent validation

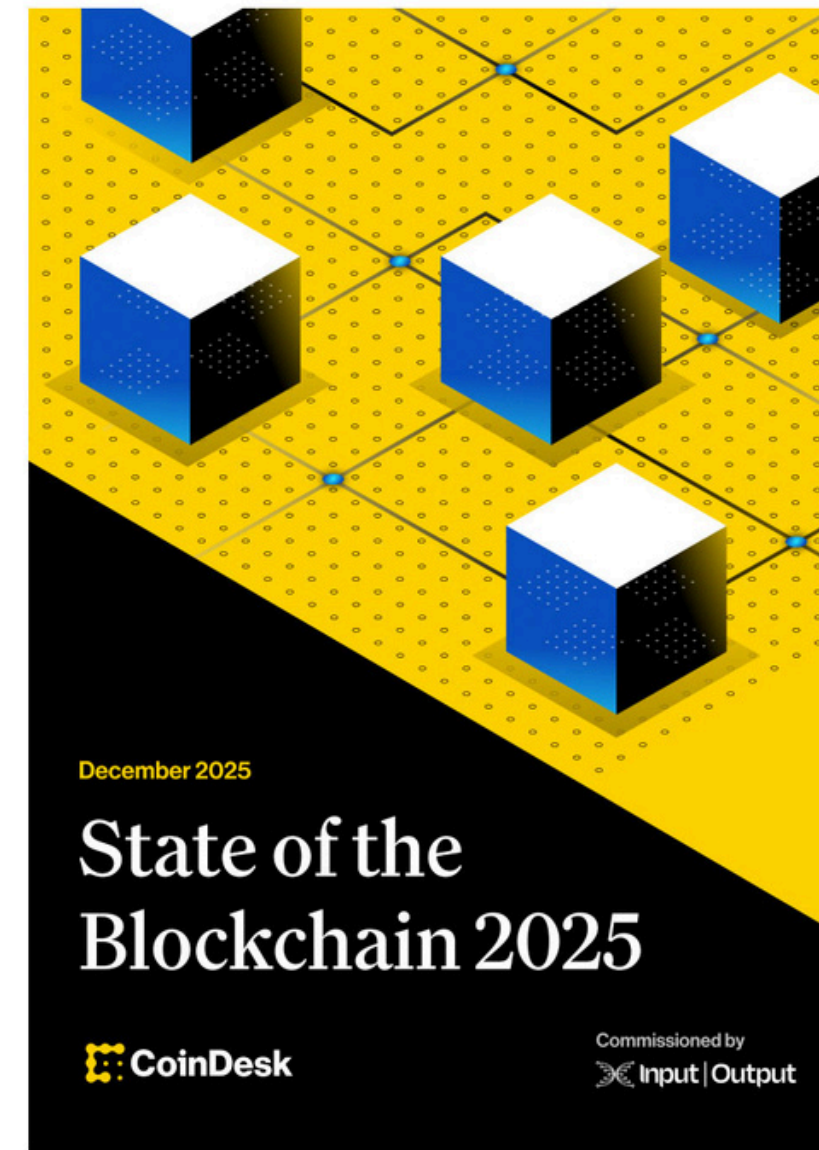
We support growth and performance claims that the market would not trust if self-produced.

### 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.



# 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*

# Thought leadership

**Control the narrative.**

Educate the market with editorial-style storytelling.

Guaranteed 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

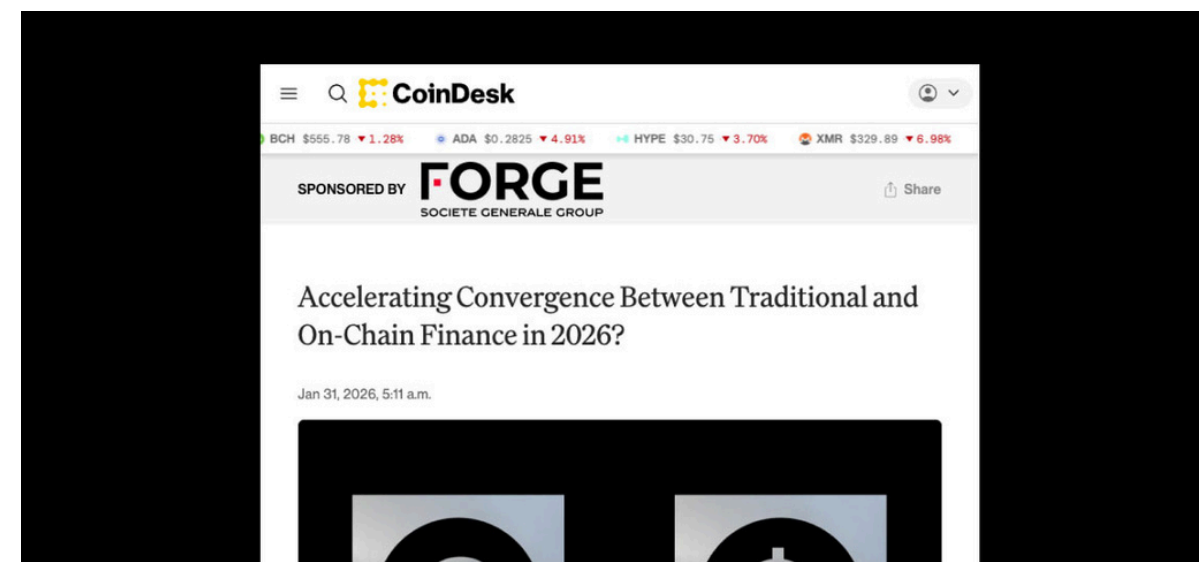
**\$23k/Article**

### 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

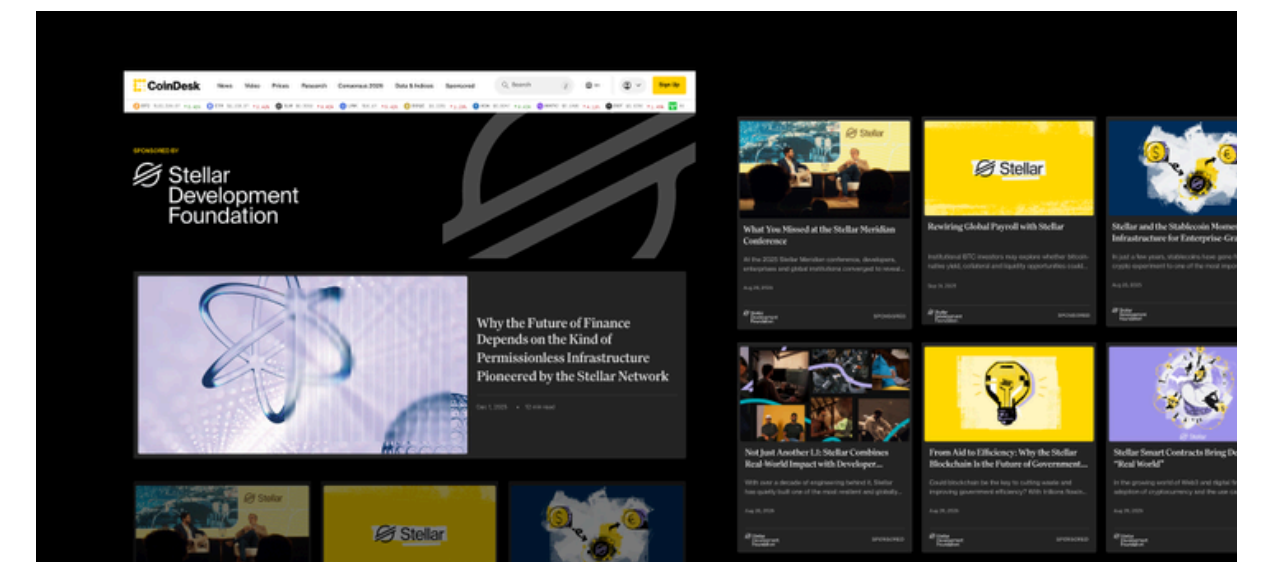
**Narrative arc series (4+ articles)**

### 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.



# 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

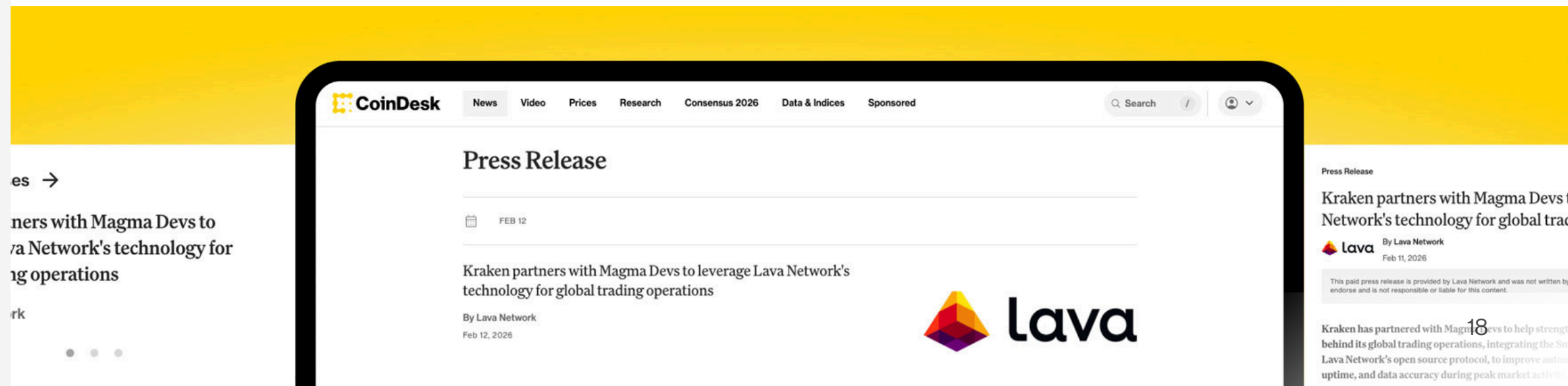
## Custom packages

Pricing

Custom pricing available for bundles of 5+ releases

Ideal for

Active roadmaps, product suites, or ecosystem updates



# 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

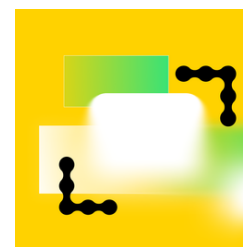
**\$10,000 /week**

Best for

Routine integration and high-frequency brand recall.

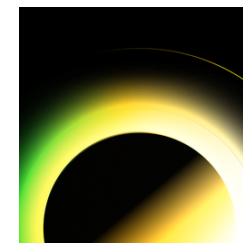
### Headlines

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).

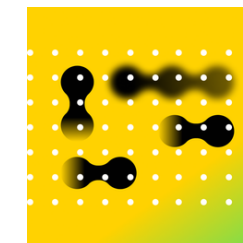
### State of Crypto

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.

# 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 entire slate, maximizing frequency and breadth.

#### Deliverables

**:30 host-read ads:** high-trust endorsements delivered by our talent across Audio and Video.

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

**Integrated support:** links in show notes and tagged social mentions for every episode.

#### Distribution

**800k+** total network reach.

**Multi-platform:** distributed via Spotify, Apple Podcasts, YouTube, X, and CoinDesk.com.

#### Investment

**Starts at \$35,000/month**

includes sponsored interview

### The network

#### Markets Outlook

2x weekly

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



#### CoinDesk Spotlight

1-2x monthly

Key interviews with crypto's most influential leaders and executives.



#### CoinDesk Regulation **New**

Bi-weekly

Breaking down the conversation around blockchain policy with top legal minds.



#### Public Keys **New**

Weekly

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



\*\*Standalone offering with custom packaging available

#### CoinDesk Daily

Daily

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



#### Gen C

Bi-weekly

Exploring the brands building on the rails of blockchain, AI, and gaming.



#### CoinDesk Conversations **New**

As needed (breaking news)

Reactive interviews and insights with those making news week-to-week.



#### Custom Segments & Podcasts

Fully customized podcast experience in collaboration with CoinDesk Studios, inclusive of strategy, production, and distribution support. Topic to be confirmed based on partner goals.

\*\*Standalone offering with custom packaging available

# 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 2025.

#### 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 24, 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.



# 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



# 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.



# Verified impact

# 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.

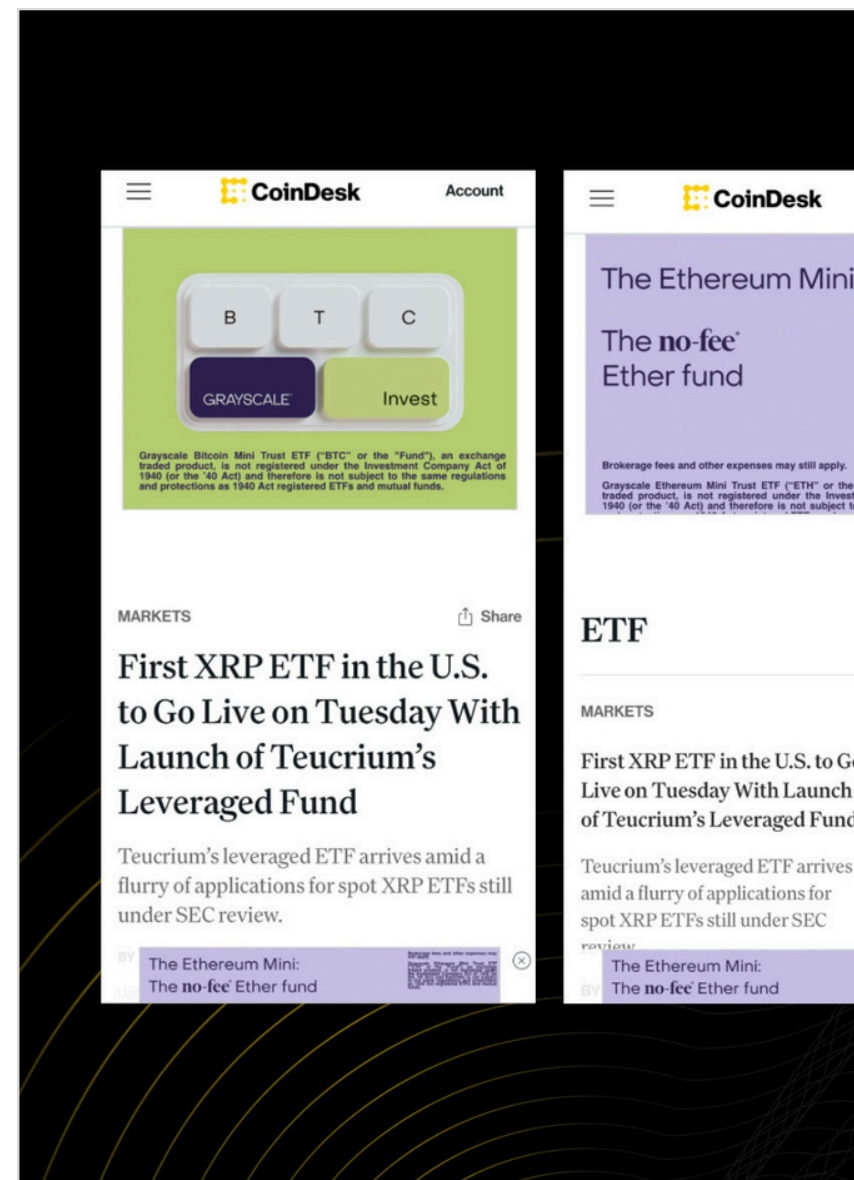
#### The value

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

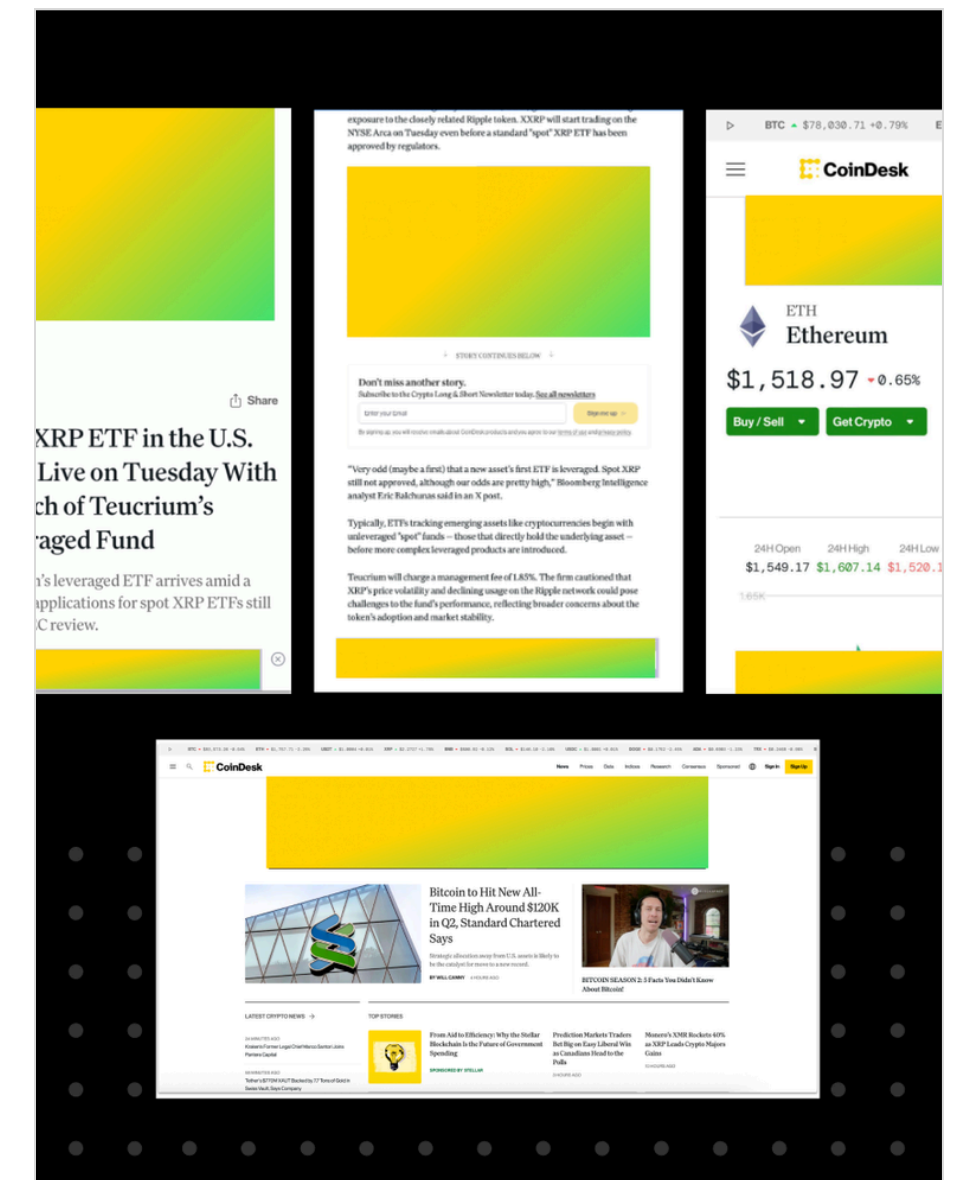
Internal data confirms that 100% Share of Voice (SOV) takeovers consistently outperform standard inventory.

**+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.



# Verified impact

## Avalanche Accelerator series

### 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.

## Narrative architecture.

Humanizing complex technology through high-fidelity storytelling.

### The goal

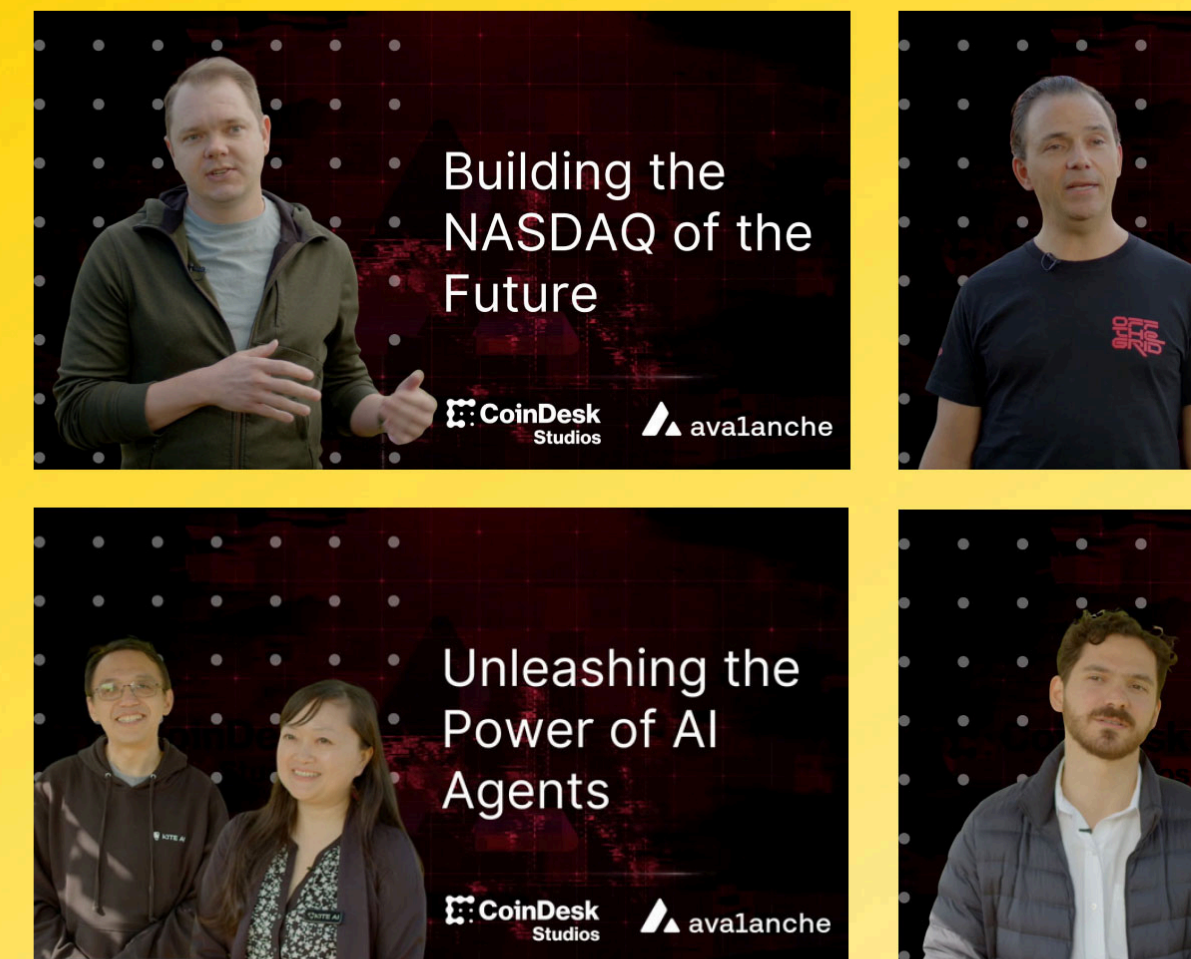
Shift the perception of Avalanche from "infrastructure" to "innovation engine" by highlighting visionary founders building on the chain.

### 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.



# Verified impact

## Category leaders

### ETF issuers

Bitwise®

BlackRock®

GRAYSCALE®

21shares

### Network launches

midnight

### Institutional Tech

Chainalysis

coinbase PRIME

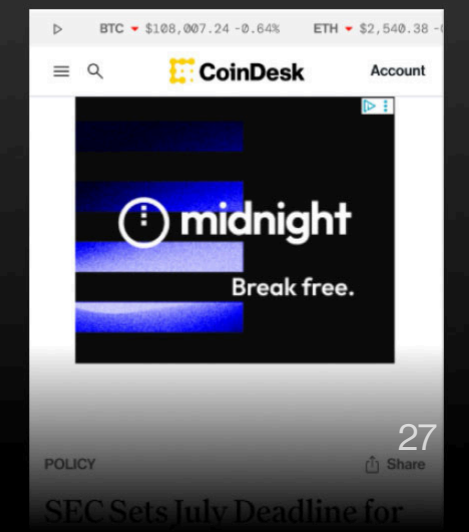
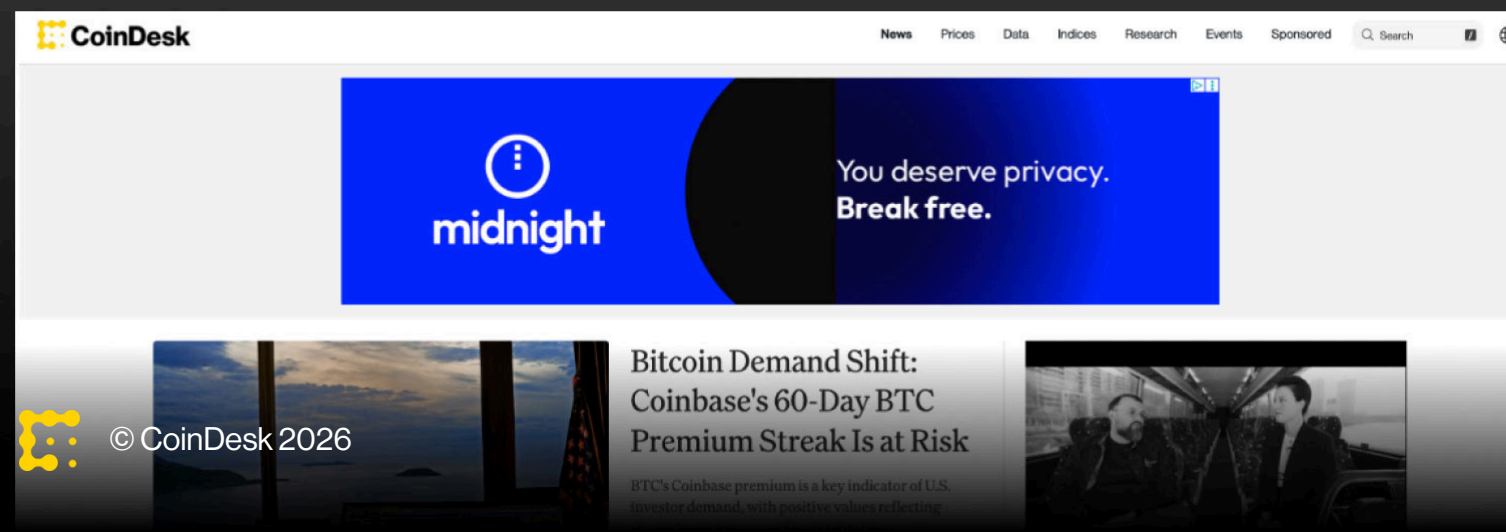
Fireblocks

## 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



# Creative specifications

# 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

# 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	<p>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</p> <p>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 or MP4 Max file size: 5 MB</p>
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

# Media network specifications

[www.coindesk.com/podcasts](http://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 aloud, 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](http://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](http://nexo.io) - rather than just their business name).*

# 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/](http://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

## Branded image

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

## Copy

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

## CTA text for button

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

## URL

- may share one link or multiple as needed

## Logo

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

# Let's build

**Partner with the most trusted  
authority in the digital economy.**

Whether you need high-impact visibility, institutional research, or bespoke storytelling, our team is ready to engineer a 2026 strategy that meets your specific KPIs.

## **Media & brand partnerships**

For digital, audio, research, and custom content.

[advertising@coindesk.com](mailto:advertising@coindesk.com)

## **Event sponsorships**

For Consensus, policy summits, and regional activations.

[sponsors@coindesk.com](mailto:sponsors@coindesk.com)