



# Advertising on Our Channel & Website

# #1 in Blockchain and Cryptocurrencies

**DeCenter** is the leading blockchain and cryptocurrency community. Audience of our channels in the Telegram more than **120 000** members.

We promote only crypto-related projects, including:

- Companies & ICOs
- Services
- Courses, events, and conferences

We do not accept advertisements on «how to make a million dollars» or «trade signals».

# Audience

Our wide audience consists of professional traders and experts in the field of blockchain and digital currencies as well as newcomers.

**Location:** Russia — 80%, with almost the half coming from Moscow.

**Age:** 25 – 45 y.o.—85%

**Gender:** male—90%, female—10%

Please feel free to access our Telegram statistics via [Televizor](#) or [TGStat](#).

# Engagement

Our audience has proven to be highly active. The vast majority of the posts are seen by more than 60% of subscribers in the first 24h; the articles are opened 50,000+ times. The figures are right on par with those of the federal media.

Our August [meetup](#) best illustrates the level of audience engagement. All 700 tickets had been booked in the first 5h. News outlets such as Forbes, RBK, RIA News, and TASS often publish our experts' opinions.

# Engagement

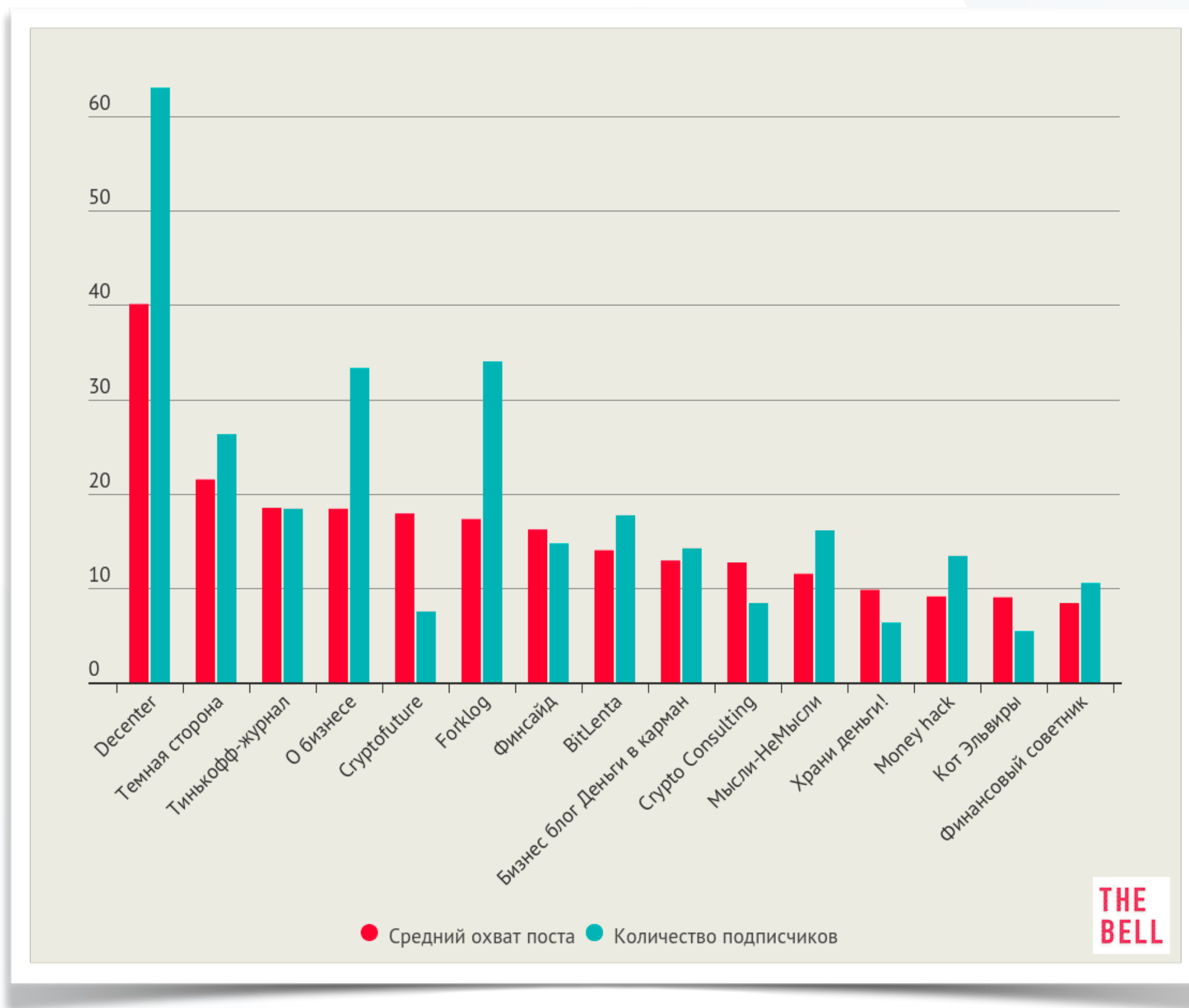
More than 50,000 people have downloaded our [ICO book!](#)

There are thousands of people in our chats:

- **the general chat** has over 8,500 members;
- **the mining chat** — 5,000;
- **the trade chat** — 9,200+

In the **Forecast** website section, experts have made more than 30,000 bets. From the very beginning, we've been putting a lot of effort in attracting only a target audience. Rightfully, now we're considered the heart of Russia's blockchain society!

# DeCenter Is #1 Economics Channel, According to Medialogia and The Bell



# Advertising Options

## 1.

### Announcement of the project

- A post on [@DeCenter](#)
- A post on either [@DeCenterICO](#) or [@DCevents](#) (up to you)
- Posts on social media ([Facebook](#) and [VKontakte](#))

**Price:** 1 btc

## 2.

### Announcement of the project with Review

- A post on [@DeCenter](#)
- A review of the project on [@Penthaus](#)
- Posts on social media ([Facebook](#) and [VKontakte](#))

**Price:** 1.25 btc

# Advertising Options

## 3.

### A series of posts + Bonus

- A post on [@DeCenter](#)
- A review of the project on [@Penthaus](#)
- A post on either [@DeCenterICO](#) or [@DCevents](#) (up to you)
- Posts on social media ([Facebook](#) and [VKontakte](#))
- Mention in [DeCenter Daily](#) mailing

**Price:** 1.5 btc

## 4.

### Full Package

- A post on [@DeCenter](#)
- A review of the project on [@Penthaus](#)
- A post on either [@DeCenterICO](#) or [@DCevents](#) (up to you)
- Posts on social media ([Facebook](#) and [VKontakte](#))
- Mention in [DeCenter Daily](#) mailing
- Project recommendation at [@Penthaus](#)

**Price:** 2.5 btc



# Advertising Options

## 5.

### Full Package, Event Organization, and Expert Review

- A post on [@DeCenter](#)
- Review of the project on [@Penthaus](#)
- A full review on [@DeCenterICO](#)
- Posts on social media ([Facebook](#) and [VKontakte](#))
- Planning, organizing, and executing an event (100 – 700 participants)
- A full review of your project, provided by our analysts and experts

**Price:** 5 btc

## 6.

### Penthaus

- A post on [@Penthaus](#)

**Price:** 1 btc

## 7.

### Event Announcement

Posted to a special channel [@DCevents](#) and the [Events](#) website section

**Price:** 0.15 btc

# Advertising Options

8.

## Posting Your ICO on @DeCenterICO

The channel contains updates on the most attractive ICOs, with detailed reviews and analyses. The publications come out infrequently, and the audience consists mainly of the main channel subscribers who're interested in ICOs.

**Price:** 0.25 btc

9.

## Daily Newsletter Including the Most Important News – #DeCenterDaily

Each morning more than 5,000 people read our news digest—a quick snapshot of the latest market news.

Format: a short sponsored text + logo. The newsletter is also published on our channel each morning.



Today's newsletter is sponsored by [BioCoin](#)—an international blockchain-based loyalty platform and a financial tool for supporting green businesses.

*Example*

**Price:** 0.2 btc – 1 letter, 0.5 btc – 5 letters (in the course of a week)

We welcome the creative approach to advertising, so please don't hesitate to propose your vision for the partnership. Contact us via [@DCTeam!](#)

## **What else could we assist you with?**

- PR & promotion in the largest Russian media
- A source code audit and a white paper validation

# Projects and ICOs Reviews

**1.**

## **Full Review by Our Experts (no less than 10–15 pages)**

We recommend that founders and shareholders of companies planning on an ICO commission an external audit conducted by our organization. Consequently, they will obtain an in-depth research report and the expert advice, helping identify the competitive disadvantages and thus, take the steps needed to improve a product before the launch.

**Example: [TokenStars](#)**

**Price:** 2 btc

**2.**

## **Review of ICO, Token, or Project (2–3 pages)**

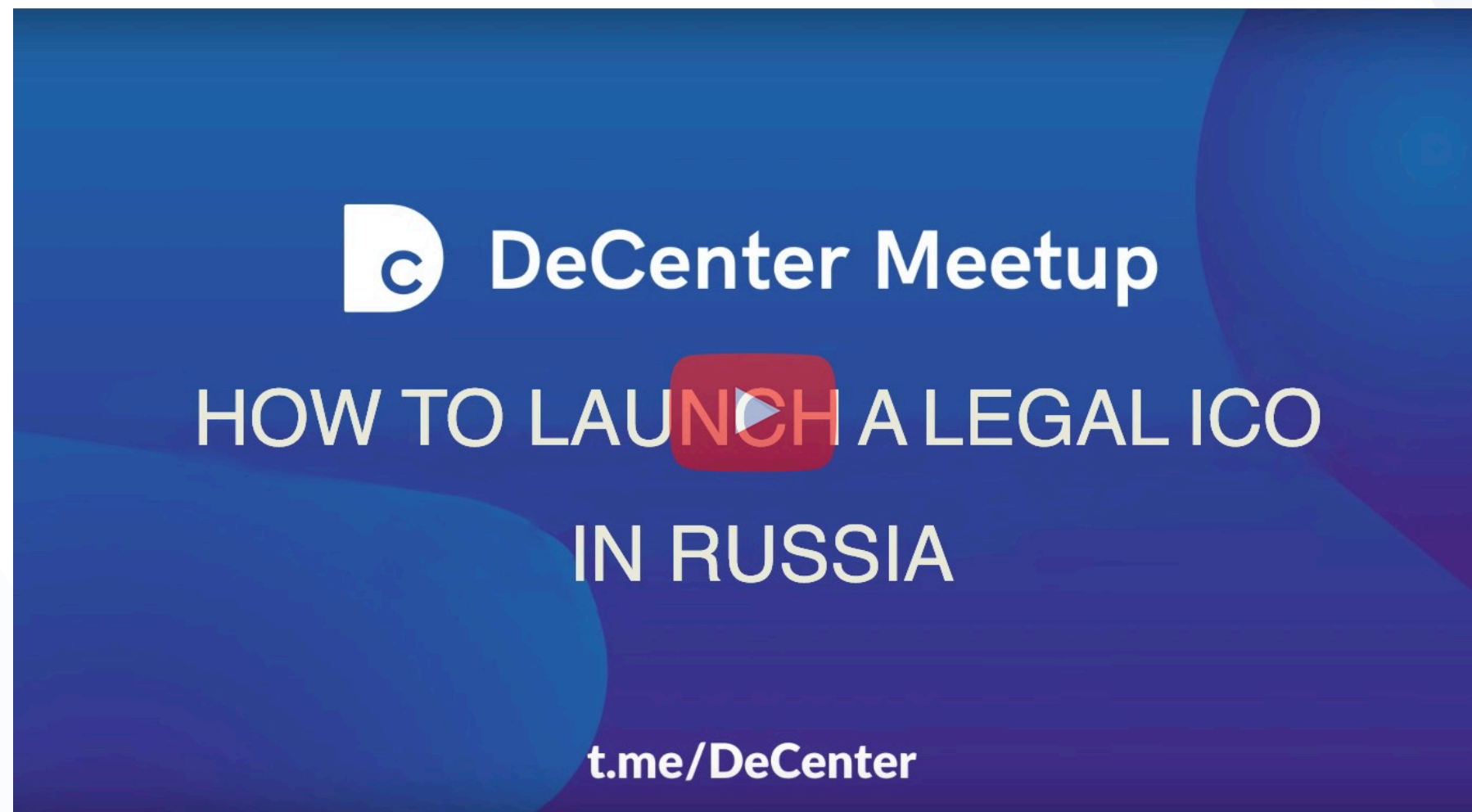
A short review of your project's advantages and prospects.

**Example: [ZRX](#)**

**Price:** 1 btc

# Event Management

We'll organize your event for up to 700 members and issue 2 announcements on [@DeCenter](#), an announcement on [@DCevents](#), and a post linking to a live stream. You'll have all organizational costs already incurred, i.e., site rental, audio and video recording equipment rental, and a live broadcast.



[A joint event with BioCoin devoted to the ways of launching a legal ICO in Russia](#)

**Price:** 2.5 btc

# Contacts

**Telegram: [@DCTeam](#)**

**E-mail: [hello@decenter.org](mailto:hello@decenter.org)**

*Although we don't do that «PR for PR» thing or feature non-crypto channels, we're always ready to consider any form of informational collaboration.*