

TLDR Crypto Sponsor Kit Q1 2023

About Us

TLDR Crypto is a daily newsletter with links and summaries of the latest launches, innovations, and market moves in crypto. It is one of the largest and fastest growing crypto newsletters in the world.



200,000
subscribers



35%
open rate

Demographics

- Very crypto-savvy audience, primarily **investors and web3 developers**.
- **45% United States**, 25% Canada/UK/EU, 30% other.

Our Community

TLDR is well-known and respected within the crypto community. Our fans often post about us on Twitter, Reddit, and other places where the crypto community hangs out.



Thack ✓
@DaveThackeray

@kevinrose have you heard about the brand new crypto daily newsletter from @tldr dan? It's already blowing my mind and it's like day 2 or something.



0xAvneesh.eth | avneesh.sol
@avneesh0612

🍷 faucetli just got featured in today's newsletter of tldr crypto
@Kira_272921
@athudeosthale



"paula"
@paularambles



(also @tldr dan's TLDR tech + crypto newsletters are a 💎, please subscribe!)

Who Sponsors TLDR Crypto



Tokens & NFTs

Tokens, NFTs, and other blockchain **products that would appeal to a crypto investors and developers.**



Crypto Investing Tools

Portfolio management, crypto tax software, and other **products targeting crypto investors.**



Fintech & Alternative Investments

Fintech platforms, alternative assets, and other **B2C financial products targeting an affluent primarily US-based audience.**

Recent Sponsors



"Working with TLDR to promote our project was a no-brainer knowing the crypto-savvy audience they reach. The campaign delivered an amazing ROI, beating every other channel. Their team wrote amazing ad copy for us and were extremely easy to work with."

Dave Jenkins
CMO at **Thonic**

Sponsorship Process

Our sponsorship process is easy and streamlined. For each sponsorship, **all we need from you is a URL** (we recommend using UTM codes for tracking), then we write engaging ad copy that we know will work well with our audience and send it to you for approval. After the sponsorship runs, we send you a full report on the campaign 7 days after it is sent.



Step 1 - Send URL

You send us a URL to promote (your home page, a landing page, a piece of content, etc.)

Step 2 - We Write Ad Copy

Our copywriting team will write ad copy that we know will work well with our audience based on past sponsorships.

Step 3 - Edit & Approve

We send you the ad copy and you can make edits or approve the ad copy as is.

Step 4 - We Send You Stats

7 days after the sponsorship runs, we will send over the final stats from the campaign.

Ad Units

Crypto Sponsorship

- **Any crypto or investing related product**
- **Top of newsletter placement (shown to the right)**
- Up to 100 words
- Multiple call to action links
- 400-600 clicks per issue on average
- **\$4000 for 1 issue (\$20 CPM, average \$4-\$6 CPC)**
- **\$16000 for 5 issues (\$16 CPM, average \$4-\$5 CPC)**

TLDR

Daily Crypto Update 2022-08-19

[Join Circle's inaugural crypto conference \(Sponsor\)](#)

Join us for Converge22, Circle's first annual crypto ecosystem conference, taking place September 27th-30th in San Francisco! Featuring wide-ranging demos and developer workshops, plus high-powered guest speakers including Aave's Stani Kulechov, Compound's Robert Leshner, Mary-Catherine Lader of Uniswap Labs, Anatoly Yakovenko of Solana, and dozens more. [Register with code TLDR](#) for a discounted rate!

[Register today >](#)



Markets & Business

[Tether Swaps Accounting Firms, Says It Will Publish Monthly Attestation on Stablecoin Backing \(1 minute read\)](#)

BDO Italia is taking over Tether's regular attestation reports. Attestations and assurance reports help assure the market that Tether's coins are backed by real assets. Tether will now publish reports every month rather than once a quarter. The move is the next step towards the company issuing its promised audit.

[Crypto Exchange Gemini Offering Staking Support for Investors \(2 minute read\)](#)

Gemini now supports MATIC staking on the Polygon network and will roll out support for ETH, AUDIO, SOL, and DOT over the next few months. Investor interest driven by the Merge played a large part in the firm's decision to introduce staking services. Users will be able to stake and unstake any amount of crypto without fees. The service will be available in the US (except New York), Singapore, and Hong Kong.

Rate Card

Units	Placement	Products	Cost	CPM	Estimated Clicks	Estimated CPC
1 Issue	Top of Email	Any crypto or investing product	\$4000	\$20 CPM	600-1000 Clicks	Estimated \$4-\$7 CPC
5 Issues	Top of Email	Any crypto or investing product	\$16000	\$16 CPM	3000-5000 Clicks	Estimated \$4-\$5 CPC

If you'd like to reserve sponsorship dates or if you have any questions please email us at sponsors@tldr.tech.