



# ICO Hot List

Premium Marketing Services



## Email /Press Release Campaigns

Our Email newsletter was created to alert potential participants of trending projects to track. Our subscriber list is probably the most targeted group of people you could reach. These are people that have manually subscribed to our email alerts and are waiting for the best token offerings to come to them. Content is also shared on our social channels.

### Email Campaign Details and Options:

We actively churn the list and remove subscribers that do not open the emails. Keep in mind the current number of subscribers in our list is approximately **16,000**

- **Recent Highlights- Sponsored Email Campaign (Every Friday):** **-€1,000.00**

### Example Newsletter

Sent to email subscribers. Posted on twitter, telegram, and medium (See Example)

- **Exclusive Email Campaign:** **-€ 1,000.00**

**Example Email** Sent to email subscribers. Posted on twitter, telegram, and medium featuring only your project. A larger field for you to say what you want to say. Option to choose the date that suits your preference. **(See Example)**

### Additional Info:

- If you would like to do 2 email campaigns throughout your sale we can create a discounted package deal. 1 Exclusive Campaign & 1 Recent Highlight Campaign
- All of the members of our subscriber list are visitors of our website, who have voluntarily input their information on our site. We do not share, sell or manipulate any of this information whatsoever
- Email campaigns that have sponsored content are always labeled as such in the bottom of each email
- We also provide editorial services (For a €500 fee) If you would like us to draft the email content for you



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## Premium Placement

There is also the option to purchase highlighted premium placement on the list that delivers a substantial increase in visibility and clicks. (78% of our traffic comes from organic search, with the first tiers averaging a click through rate of 55%).

Your options for Premium placement on the list are available in two separate tiers with a minimum of 7 days and a maximum of 60 days at a time (Subject to availability & approval):

Placement Package	Listing Order	7 Days	14 Days	30 Days	60 Days
Tier 1	Top 5	€ 1,000.00	€ 1,500.00	€ 2,000.00	€ 2,500.00
Tier 2	Top 10	€ 500.00	€ 1,000.00	€ 1,500.00	€ 2,000.00
Standard Listing	Outside Tiers 1 & 2	-	-	-	€ 500.00 (up to 90 days)

### Other terms and conditions:

- We are able to waive the standard listing fee if you purchase an email campaign or premium placement from us. **Payment is accepted in BTC or ETH**
- Tier 1 is only purchasable 4 weeks at a time in order to preserve a fresh list for our audience and availability for projects
- We reserve the right to remove any listing from our site if the project fails to meet our listing standards.
- Please contact us for any questions regarding the terms and services we offer.
- 10% Discount is available on all of our paid services that are reserved 3 weeks in advance

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