

JING CULTURE & CRYPTO

DECRYPTING THE NFT CULTURAL SPACE

BY JING CULTURE & COMMERCE



SELL SHEET

2022

ABOUT US

Jing Culture & Crypto covers the latest creative technology trends across the NFT sector. From digital innovations to tech-centered projects to audience engagement strategies — our reporting highlights how NFTs are reshaping the industry for culture, museum, and technology professionals around the world. Those who choose to work with us find increased and established footing amongst within sectors, as well as a wider reach from our highly influential audience.

OUR AUDIENCE

Jing Culture & Crypto's audience is widely composed of leaders from the arts, culture, and technology fields. These key players represent the current trends and movements and come to us for emerging innovation and knowledge. We reach museums, non-profit organizations, and businesses which specialize in new creative technologies. Over 23k subscribers look to us for the most up-to-date and influential movements coming from the culture and technology spheres today.

WORK WITH JING CULTURE & CRYPTO

Work with Jing Culture and Crypto on our new NFT monthly newsletter, to align your company within the current landscape of NFTs and propel your influence upon culture, art, and technology. Jing Culture & Crypto features the latest NFT art releases, trends, and conversations impacting the sector, and your partnership will position you successfully in this arena. For businesses hoping to tap into an increasingly lucrative space, our Crypto newsletter offers maximum exposure to a global readership of established professionals in the field of culture and technology.

Choose a Media Sponsorship, and attract high-quality leads to your website and app. Generate increased traffic and influence key decision makers by establishing your brand amongst the top companies in the culturally significant NFT industry.

Take a look at our offerings below, and select an area that best serves your needs. Alternatively, contact us to work on something more customized.

MEDIA SPONSORSHIPS

DISPLAY ADVERTISING

\$5,000

Allow us to ensure your business gets noticed with a pair of sponsored banner ads, which will run across two monthly Jing Culture and Crypto newsletters. Your company will gain instant brand awareness amongst our expansive audience of over 40k readers, saturated with B2B professionals from the industry. Our audience is full of influential players from the world of culture and technology, and this exposure will bring their views and clicks to your platform. Give your company increased recognition and attract new NFT leads and experts to your brand.

BRANDED CONTENT

\$9,000

Let us craft a customized section for your company, displaying your branding and bringing focus to the latest from your business. Our audience is eager to be in-the-know of emerging projects, trends, and drops from the NFT world, and your company's notable information will be presented prominently before our influential readers. Give your company firmer validation within the NFT landscape by procuring a coveted spot in our newsletter.

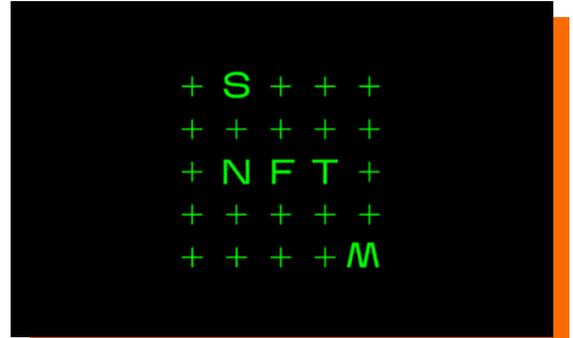
Sponsored sections will be accompanied by a social media post to be shared across Twitter, Facebook and LinkedIn to further engage our technology and culture audience.

Choose from our dedicated sections to gain thousands of unique views. Our audience is ripe with professionals from the culture and technology sector, coming to us for the latest trends and key events from the NFT world. Your custom section will engage our readers, and bring increased traffic and attention, of highly-influential players, to your company.

NEWSLETTER SECTIONS

THE BIG STORY

The lead story of the month covers a major release or project launch from the NFT sphere. Choose to feature the latest and most exciting happenings from your company in this front and center section. Our team will produce expert coverage on your product or service, establishing your brand amongst the top NFT platforms.



THIS MONTH'S TOP NFT SALES

Our data-driven section spotlights the latest analytics that are powering NFT commerce. Your company will establish an expert status, amongst our global audience, as you showcase your latest data insights from the NFT sector with Jing Culture and Crypto.

THE MONTH IN NFT NUMBERS		
<small>In partnership with Sweep.ift</small>		
	Last 30d Sales	Last 30d Changes
1	Axie Infinity	\$659,708,017 ▲ 11.82%
2	Bored Ape Yacht Club	\$210,971,454 ▲ 137.28%
3	The Sandbox	\$173,642,299 ▲ 690.83%
4	CryptoPunks	\$151,103,957 ▲ 14.97%
5	Mutant Ape Yacht Club	\$128,213,833 ▲ 242.48%

For the week ending 12/8. Source: Cryptoslam

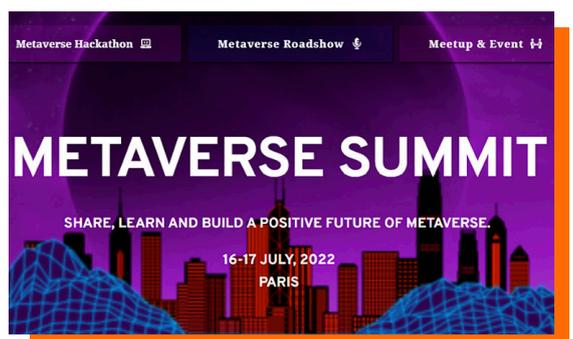
NFT DROP OF THE MONTH

This monthly section highlights key NFT drops and details the associated platform or brand behind it. Elaborating on how the specific artwork and/or artist is significant within the NFT landscape, your company will be positioned among the top platforms emerging today. Give the increased visibility and recognition your artist and company deserve. Brand this section, and influence Jing Culture and Crypto's coveted monthly drop.



EVENT SPOTLIGHT

Have your company featured in the month's most anticipated NFT-related event section. Explained through an approachable paragraph, your event will be highlighted in anticipation of its production and entice our audience ripe with technology and culture professionals. An included link-out will invite and encourage registration and attendance at your upcoming company event.





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Reach us to discuss sponsorship opportunities
or for more information.

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