web3cöff

Market Brand Strategy (Rate Card)

Service Catalog -Original Content Creation and Publication

Service Co	tegory	Service Description	Distribution Channels	Catalog Price
	Exclusive Interview Dialogue	Conducting a written interview. After researching the brand's project, our researchers will propose relevant interview questions. Once the brand responds, we will compile the responses and draft an article for publication (it is recommended to have the CEO or executives as the interviewees for better dissemination)	Homepage feed on the official website, Twitter (13,000 followers), Official WeChat reader community, Other WeChat Web3 communities (500+, specific to actual publication), WeChat	3500 USD (Writing + Publishing)
Original Content Creation and Publication	Project Interpretation	900-1600 words per article, drafting and publishing based on the brand's needs for project interpretation	community account Moments、 Telegram、Discord、Zhihu、Jike (published in the Web3 Research Institute channel)、NetEase News official account (600,000 followers)、	3000 USD (Writing + Publishing)
	In-depth Articles	5,000 words per article, with senior researchers conducting in-depth research on the brand's project and completing the writing and publication of the detailed article	Binance Square official account (11,000 followers), WeChat official account, Facebook, Followin and other media or platforms (specific to actual publication)	5000 USD (Writing + Publishing) 4000 USD (Just Writing)
	Customized Research Reports	8,000 to 11,000 words per article, with the content quality meeting research report standards, written by professional researchers		6500 USD (Writing + Publishin) 5500 USD (Just Writing)
Compilation and Publication	Compilation and Publication of Articles	The brand will provide non-Chinese documents, which we will translate and publish	The articles will be included on the official website and featured in the homepage feed	2000 USD(Compiling and Publishing)
	Press Release Publication	No Word Limit, Content Supplied by the Brand	Included on the Official Website	800 USD (Publishing)
Press Release Publication	Press Release Featured on Homepage	No Word Limit, Content Supplied by the Brand	Included on the Official Website + Featured in the Homepage Feed	1500 USD (Publishing)

Service Catalog -Advertising Space and Sponsors

Service Category		Service Description	Catalog Price
	Banner advertising at the top of the official website homepage	Material size is 1252*522 PX and requires a jump link	3000 USD per week
Advertising Space	Official homepage information flow third graphic position	Material size is 296*380 PX and requires a jump link	2000 USD per week
	Banner advertising space at the bottom of the home page of the official website	PC material size is 1256*139 PX, and need to provide a jump link, WAP material size is 514*125 PX	1200 USD per week
	Banner ad at the top of the item detail page	PC material size is 1256*139 PX, and need to provide a jump link, WAP material size is 514*125 PX	3000 USD per week
	Banner advertising space below the content area of the item details page	PC material size is 1256*139 PX, and need to provide a jump link, WAP material size is 514*125 PX	1500 USD per week
	Banner ad space no. 2 below the content section on the details page of the article	PC material size is 1256*139 PX, and need to provide a jump link, WAP material size is 514*125 PX	1300 USD per week
Annual Sponsorship	Displays on the right-hand side of the item detail page	Brand logo and jump link required	20000 USD per year

Service Catalog – Event organisation and management

Service (Category	Service Description	Catalog Price
Event organisation and support	Basic media support for non- commercial activities	If your event is a non-commercial event, we can provide the following services, but you must also provide the rights and benefits such as logo branding, tickets, speakers, etc. 1. An official Twitter retweet (https://twitter.com/web3caff_zh) 2. Inclusion of your event details in the events section of the site (https://web3caff.com/zh/eventsdatebase), allowing accurate communication of your event. 3. One official Telegram and Discord each. 4. Conference articles will be published according to the quality of the content, if it meets our requirements, we will publish the conference articles or press releases on our website, in addition, if it is a high quality summary of the conference or a review of the most important sessions, we may also consider displaying it on the official home page of the information flow.	free
	Event customisation	Customised online/offline events and campaigns according to brand needs, including but not limited to dialogues, launches, hackathons, salons, receptions, etc.	Case-by-case pricing

Service Catalog - Consulting service

Service Category	Service Description	Catalog Price
Blockchain Consulting Services	The advent of blockchain and Web3, the next generation of the blockchain-based internet, is changing the way we live and work. Web3Caff Research, as the industry's first-tier blockchain industry research team, has a comprehensive market feasibility study solution. If you want to implement business transformation or have barriers in implementing blockchain on the ground, technical solutions, compliance frameworks, underlying integration, market strategy, etc., Web3Caff will help you realise your vision.	Case-by-case pricing

Service Catalog -Calendar & Event Launch

Service Category	Service Description	Catalog Price
Calendar Launch	Significant progress on branded projects (in compliance with laws and regulations) can be published in the calendar section.	Cooperation Framework Package
Event Launch	Brand side project activities (in compliance with laws and regulations) can be posted in the Events section.We can provide additional media support rights for other non-commercial events.	Cooperation Framework Package

Cooperation Framework Package

Service Category		Service Description	Catalog Price
A. Original package (to be used within 3 months)	Exclusive Interview Dialogue + Project Interpretation		After discount 5500USD Original price 6500 USD
B. Original package (to be used within 3 months)	Exclusive Interview Dialogue + Project Interpretation + In-depth Articles	Original writing/arranging + publishing, plus 1 time each of	After discoun 10000USD Original price 11500 USD
C. Original package (to be used within 3 months)	Exclusive Interview Dialogue + Project Interpretation + Customized Research Reports	exclusive rights and benefits of the cooperation framework (calendar+event publishing)	After discoun 11500USD Original price 13000 USD
D. Original package (to be used within 3 months)	Exclusive Interview Dialogue + Project Interpretation + In-depth Articles + Customized Research Reports	(calefiadi event pablishing)	After discoun 15500USD Original price 18000 USD
A. Publishing package (for use within 3 months)	Compilation and distribution		After discoun 4500USD Original price 6000 USD
B. Publishing package (for use within 3 months)	Press Release	3 manuscripts	After discoun 1800USD Original price 2400 USD
C. Publishing package (for use within 3 months)	Press Release Home Page Distribution		After discoun 3000USD Original price 4500 USD

Service Examples – Exclusive Interview Dialogue

The service process is as follows:

- 1. The interview format was a text-based dialogue to facilitate the output and precipitation of highquality content;
- 2. The moderator (interviewer) is our researcher (or even the CEO) who acts as the interviewer;

3. After researching your project, we will ask you 10 questions, which will directly cover the core strengths and development challenges of the project itself, that is, we focus on high-quality, real, sharp and exciting value dialogue, of course, your answers should be objective and neutral (if there is any obvious over-promotion of your project, or including the violation of relevant laws and regulations, we will make a cut). We also hope to take this opportunity to help the brand to let readers see a more real project behind the scenes;

4. Web3Caff will provide the list of interview questions and finalise the script, and you are responsible for answering the questions (the interviewee is recommended to be at the CEO/founder level for easier dissemination);

The content is presented as follows

Manuscript references are as follows

(For information only on the form of presentation of the content, and does not represent a formal disclosure of the subject of co-operation)

<u>《Conversation with Safeheron CEO: Four Years of Technical Struggle Behind the Strategic Partnership with Metamask》</u> <u>《Web3Caff Dialogue with Slow Mist Technologies: "Keep a Skeptical Mind About Everything," a Plain and Deadly Phrase》</u>



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Service Examples - Project Interpretation

For project interpretation articles, we will focus on the following directions, with the aim of helping readers gain a more objective understanding of the innovations and features of this brand-side project:

- 1. What are the characteristics of the project?
- 2. What business model is the product?
- 3. What are the core competences?
- 4. What are the current problems?
- 5. What is the competitive landscape of the track you are in?
- 6. What are the challenges ahead?
- 7. What are the developments for the industry as a whole to promote?

The content is presented as follows

Manuscript references are as follows

(For information only on the form of presentation of the content, and does not represent a formal disclosure of the subject of cooperation)

<u>*«*IoTeX Releases IoTeX 2.0, a DePIN Modular Infrastructure, How Will It Impact the DePIN</u> <u>Circuit?</u>



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IOTX Emissions, Deflation, and Re-staking



Service Examples – In-depth Articles / Customized Research Reports

Let's take a look at Web3Caff's strong gene for creating original and in-depth articles/research reports, which is directly reflected in the content produced by its business Web3Caff Research, a paid research platform for its members, which currently has more than 40 professional researchers in the industry, in terms of frequency of updates. In terms of update frequency, it is estimated that subscribers will receive on average one exclusive latest research report + one exclusive latest weekly financing report + one exclusive latest weekly market trend report per week. At present, the cumulative word count of original reports produced has exceeded one million. In terms of research report quality and industry influence, Web3Caff Research has been called " Role Model " by our subscribers.

Research Reports	Investment and Finance Weekly Review	Windward Weekly Review	Guide to Refinement	Collar One Guide
93	78	75	57	7



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Web3Caff Research Report Reference. <u>Gateway \rightarrow </u>

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Web3Caff Research has been producing industry quality articles, a rarity in the Web3 space! I've learned a lot about the product and the technology, and myself and the Slow Mist Security team have been involved in contributing content about Web3 security. It's a great place for Web3 research, thanks to the Web3Caff team, and here's to more and more!

Thanks to the Web3Caff team!



As an investment firm with a passion for uncovering opportunities in the innovation space, we highly recommend Web3Caff Research to any users and organisations looking to tap into blockchain and Crypto innovation opportunities. Their team of analysts consistently provide high-quality, indepth analytical articles that help us comprehensively assess market trends and inform our decision-making. It is a valuable resource for us.



Web3Caff Research's membership is good value for money, and the quick and complete panoramic analysis of the track is very helpful. I've found it very helpful, and it's great to join a community where I can gain insights from many senior industry practitioners.



Leo 任职于某 Web3 基金

Intercepted from Web3Caff Research's "User Reviews" module, Note: Translated content

Web3Caff Research covers the industry content from beginner to in-depth, and the information and technology in the industry is highly conductive, attracting many professional teachers to share and exchange on this platform, which is a more open, parallel and diversified content "community".



Web3Caff Research has a unique style and I always get good insights from the many in-depth reports.

🚯 Wade Wang Safeheron 创始/

Web3Caff Research's research reports
 are professional and conscientious,
 eliminating the time and cost of
 gathering and digesting material in house, and Web3Caff Research's
 products and services have served as a
 source of high quality information as
 we have built the industry's Tier 1 MPC
 platform for Sinohope Enterprises.

Intercepted from Web3Caff Research's "User Reviews" module, Note: Translated content

The content is presented as follows

Manuscript references are as follows

(for reference only, it does not represent the formal disclosure of the co-operation object, and the co-operation manuscript is not published in Web3Caff Research, the specific in-depth manuscript/research report according to the number of words and the framework)

<u>《L2 Public Chain Scroll's 10,000-word Research Report: Can It Become the Most Ethernet-Compatible zk-Rollup Network? A panoramic view of its development background, technical architecture, ecological status, pros, cons, risks and future challenges"</u> <u>《L1 Public Chain TON 10,000-word Research Report: Can Leveraging on Social Giants Make it a Public Chain for All? A Panoramic Explanation of Its Development History, Technical Principles, Ecological Status, Pros, Cons, Risks and Future Challenges</u>

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() newwater,	- TON 支付(TON Paymaits) - TON 其他区块部道目的比较	能。有了资金支持、TON 不够发展过去,将工作重任明细型转变为权量证明模型,设立 了数据存储生态系统 Ton Storage 和建上出理平台等项目。	7生志系統基金。雅出
TON (The Open Network) 是一个由 Telegram 包括人 Nikolei Durov 和 Pavel Durov 极权的思想去中心 化网络、旨在建立一个开放的互联网环境。由于与美国证券交易委员会(SEC)的法律时经,TON 的开发 已经内拉区理办。由后来的 TON 基金会全理管案,尽管不用由 Telegram 包括人来自得导开发,但 TON 但均 Telegram 非常常很感情。在过去的几年间,TON 已经通过 Telegram Mini App 的形式,将各种配上 是美国研想会到 Telegram 生态系统中。	 ION ARE CONSTRUCTOR 生态系统内键 ION 生态开发的高层设计 ION 生态应用汇总 GameFi 	2023年,Telegram进一步将TON集成到起原用思序中,并与Animoca Brands、21Sha 随着时间的推荐,TON 在区块链数运中的地位已经得回,吸引着延来提多的关注和股步 TON 医染链分布广告收入,进一步推动和采用,从最初的批准的敌人 KO 影响 SEC IN符 展,TON 一路走来经历了诸多由折。下面考察除耐大家一起探讨 TON 的生态,技术。3	L. Telegren 也计划通过 9、再到如今的现乎ktt发
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Service Examples – **Banner Advertising Space**



Banner advertising at the top of the official website homepage



Banner ad at the top of the item detail page

Banner advertising space below the content area of the item details page



Banner advertising space at the bottom of the home page of the official website



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Official homepage information flow third graphic position



Banner ad space no. 2 below the content section on the details page of the article

Examples of Delivery Channels

The articles that meet the rights will be published on the homepage of Web3Caff website, Twitter (13,000 followers), WeChat readers' official community, other WeChat Web3 communities (500+, depending on the actual posting), WeChat community account circle of friends, Telegram, Discord, Zhihu, Instant (published on the Web3 Research Institute channel), Netease News (600,000 followers), Binance Square official account (11,000 followers), WeChat public number, Facebook, Followin and other media or platforms (depending on the actual posting). News (600,000 followers), Binance Square (11,000 followers), WeChat, Facebook, Followin, and other media or platforms (based on actual posts).

Sincere delivery of multi-platform coverage, empowering brands with content communication vitality



Examples of Delivery Channels - Platforms











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Examples of Delivery Channels – Communities



Examples of Delivery Channels - Events









Examples of Delivery Channels - Events









Thanks for reading! We are committed to delivering with utmost sincerity!