

The Daily Diary Of the Bitcoin Dream.

Publishing since 2018 — built by people who were writing about bitcoin back in 2011.

The Bitcoin Street Journal isn't a newsletter with a logo bolted on. We're a working technology shop that happens to publish daily: a cross-chain [token search engine](#) spanning 250+ blockchains, an [RWA Markets desk](#) with live multi-issuer pricing, a dedicated [derivatives exchange directory](#), and one of the earlier editorial teams to build seriously on [Nostr](#) — authoring several Nostr-native applications alongside the protocol's other early contributors. Advertising with us puts a brand next to that infrastructure, not just next to a headline.

Top 10 Bitcoin-sphere RSS feed — every story reaches it automatically

One of the largest followings on Nostr

250+ chains covered by our Token Search Engine

Why advertise with us

We're not selling banner space to whoever shows up with a budget. We're putting your brand in front of readers who are already here for Bitcoin, crypto, and Nostr — and we stay involved after the campaign launches, because a placement that doesn't convert isn't worth either of our time.

- ✓ A hand-vetted, high-intent readership actively researching Bitcoin, crypto, and Nostr — not random ad-network traffic.
- ✓ Placement across everything we own: the site, our social channels, our daily newsletter, our podcast, and one of the largest followings on Nostr.

- ✓ Every story we publish — including anything built for you — hits our top-10 Bitcoin-sphere RSS feed automatically, on top of your placement, at no extra cost.
- ✓ We help you make it convert. Every campaign gets our input on placement and creative — we're invested in the result, not just the sale.
- ✓ Custom placement, built around your goal. Tell us what you're trying to move, and we'll build the package to hit it.

What we've actually built

Token Search Engine One of a small number of tools anywhere searching established coins, exchanges, and long-tail DEX tokens across 250+ chains in a single bar — with per-result contract safety screening built in.	RWA Markets Desk Live, cross-chain pricing on tokenized stocks, indexes, and commodities, with every asset's full roster of issuers shown side by side instead of just one.	Derivatives Directory Open interest, volume, and the most active contracts across every major perpetuals and futures venue, tracked in one place.
Nostr-Native Builds Among the earlier teams shipping real applications on Nostr alongside the protocol's other original builders — not just covering it after the fact.	Top-10 RSS Distribution Our feed is one of the ten most-read in the Bitcoin sphere. Any creative we build for you — article, video, graphics, custom project — publishes through it automatically.	A Real Nostr Audience We're not just building Nostr apps — we carry one of the largest followings on the protocol, and we can put your announcement in front of it directly.

Side note, for context: The Bitcoin Street Journal was founded in 2018 by people who'd been mining bitcoin, writing about it, and running local meetups since 2011. We were also effectively shadow-banned across YouTube and other major platforms for several

years — throttled with no explanation, no appeal. We kept publishing, built our own tools instead of depending on anyone else's feed, and our unique-visitor numbers have grown dramatically since. That's the backstory. Now let's talk about your campaign.

How it works

Step 1

Contact us

Tell us your flight dates, budget, and what you're trying to reach — readers, traders, or both.

Step 2

Pick a package

Choose from the rate card below. A \$10,000 minimum applies per engagement.

Step 3

We handle the rest

Signed agreement in, campaign live — with reporting on traffic, engagement, and conversions throughout.

Rate card

Listed prices are our standard rates. Volume and multi-quarter commitments are negotiable — ask us.

Social Media & Website Display Ads

\$11,250 / 1 week

One-week run across our primary X handle plus on-site display placements.

Enhanced Social & Website Exposure

\$22,500 / 2 weeks

Two-week run across X, Instagram, the daily newsletter, and on-site display.

MOST BOOKED

Comprehensive Multi-Channel Campaign

\$37,500 / 2 weeks

Podcast Custom Sponsorship

Custom packages

Full-episode or series sponsorship of our flagship podcast, scoped to your goals.

Everything in Enhanced, plus a dedicated podcast mention and priority placement.

Podcast & Event Livestream Syndication

\$18,750

Bring your own event livestream to our audience, or sponsor a full podcast episode.

Podcast Mid-Roll Placements

\$10,000 minimum

30-second ad reads in our flagship podcast, sold in blocks.

X (Twitter) Options

\$2,250 / post

Organic-reach or performance-targeted promotion, tailored to your goal.

X (Twitter) Spaces

\$11,250 / space

Live audio conversation hosted for real-time engagement and thought leadership.

Nostr Announcement & Amplification

\$5,625

Your announcement pushed directly to one of the largest followings on Nostr.

Newsletter Advertising

\$1,500/day premium

\$750/day standard

Placement in our daily reader newsletter.

Website Display Ads (CPM)

\$10,000 min. spend

Impression-based placements across every article page, scaled to your budget.

Website Price Ticker Placement

\$7,500/mo

\$75,000 / year

Your brand on our live, streaming price-ticker widget shown across article pages.

Nostr White-Glove Onboarding

\$20,000

Also available: full concierge setup of a Nostr profile, keys, and relays for you or your team — a separate consulting service, not an ad placement.

Podcast & app

Beyond the site, we publish a regular podcast and maintain our own mobile app — both open for sponsorship. Ask about mid-roll availability, episode takeovers, and app placements; details depend on the current release calendar.

Creative services (à la carte)

Need the creative built, not just placed? Our editorial and production team can produce it directly — and anything we publish still reaches our top-10 RSS feed.

Video Creation

From \$2,500

Short-form promotional or explainer video, written, produced, and edited by our team.

Graphic & Image Creation

From \$500

Banner ads, social graphics, and on-site display creative sized for our placements.

Article Creation

From \$1,500

A sponsored article written by our editorial team, clearly labeled and ready to publish or syndicate.

Press Release Creation & Distribution

From \$2,000

Drafted, edited, and pushed out through our own channels and RSS feed.

Development & consulting services

Need something built, not just promoted? Our own dev team does contract work outside of TBSJ too.

FOSS Development & Programming

\$175 /hr

Open-source development and contributions.
\$10,000 project minimum.

LAMP Development & Programming

\$175 /hr

Full-stack Linux/Apache/MySQL/PHP work — sites, plugins, and integrations. \$10,000 project minimum.

Nostr Development & Programming

\$225 /hr

Relay, client, and protocol-level development from a team that helped build early Nostr tooling.
\$10,000 project minimum.

Advertising guidelines

WE DON'T ACCEPT

- Casinos, sportsbooks, or any gambling product, in any form
- Unregistered securities offerings or token pre-sales / airdrops used as the ad's call to action
- Content promoting a project we have reason to believe is fraudulent
- Ads that impersonate exchanges, wallets, or support channels
- Low-quality, spammy, or mass-produced ad content that doesn't meet our editorial bar
- Anything requiring us to misrepresent sponsored content as editorial

WE DO ACCEPT

- Exchanges, wallets, and infrastructure across major chains — not bitcoin-only
- Bitcoin and Nostr-native applications and protocols
- Tokenized real-world assets, RWA issuers, and derivatives venues
- Non-endemic brands, with standard ad review

We've watched other crypto outlets damage their credibility — and their search visibility — by running whatever ad would pay. We vet every advertiser by hand, and we won't make that trade.

A minimum spend of **\$10,000** applies to all advertising and sponsorship commitments.

General services and consulting engagements (including Nostr onboarding) require **50% down and 50% on approval** of delivered work. No work begins until the initial 50% is received.

One more thing worth saying plainly: we're selective about who we run ads for. Not every applicant will be approved — we're looking for a fit with our readers and our editorial standards, and we'd rather pass on a deal than run something that doesn't serve either. If we decline, it isn't personal; it just means the fit isn't right yet.

Let's talk

Send us your flight dates and goals — we'll reply with a package that fits and a draft agreement.

advertise@thebitcoinstreetjournal.com

Copy

NAME

Jane Satoshi

EMAIL

you@company.com

COMPANY

Acme Exchange

BUDGET

\$10,000+

WHAT ARE YOU TRYING TO DO?

Tell us your goals and timeline.

Send inquiry

INTERNAL DRAFT — NOT YET PUBLISHED

© The Bitcoin Street Journal. Rate card is a working proposal for internal review; nothing above has been posted live. Podcast and app names left generic pending confirmation. Audience-size stats intentionally omitted — none were fabricated for this draft.