

CCIP-048 Banner Advertisements Overview for r/CryptoCurrency

Intro

This document provides an overview of the terms for banner advertisement rentals as voted on by members of the r/CryptoCurrency community in CCIP-048:

https://www.reddit.com/r/CryptoCurrency/comments/10fqh4d/ccip048_allow_banner_advertisements_on/

What are MOONs?

MOONs are [Reddit Community Points](#). They are distributed by Reddit Inc. every 28 days to users that participate in the r/CryptoCurrency subreddit. These tokens give active users voting weight in decisions regarding how the subreddit should operate, and may also be used to purchase special memberships and Reddit Coins directly from Reddit. In August of 2022, Reddit Community Points, including MOONs, transitioned to the [Arbitrum Nova layer 2 network on Ethereum](#). These tokens may now be procured on centralized exchanges including [MEXC](#), [gate.io](#), [bitget.com](#), and decentralized exchanges including [sushiswap](#) and [rcpswap](#).

How to determine availability?

Organizations (“buyer”) that are interested in advertising on the banner at <https://reddit.com/r/CryptoCurrency> as well as the banner images on Reddit’s official mobile apps may inquire about availability by contacting the moderators (“mods”) via modmail or at team@rcryptocurrency.com. The mods will let the buyer know about any availability during the upcoming months, and the buyer can choose to reserve an advertising period of 1-30 days. At this point the buyer should be prepared to share the content of their banner image so mods can determine if it is suitable for the subreddit - in general, advertising of legitimate businesses should generally be suitable, but we reserve the right to refuse banners that are deemed illegal, obscene, or otherwise unsuitable.

How is the price per day calculated?

The price per day for the buyer to advertise with the banner is determined algorithmically on the day of agreement when dates for control are selected by the buyer based on two criteria: 1) the USD value of MOON, and 2) the number of unique visitors to the subreddit in the previous calendar month. Specifically, the price to control the banner per day will be three times the base price for that month, where the base price is calculated according to CCIP-043:

https://www.reddit.com/r/CryptoCurrency/comments/yeb8d3/ccip043_proposal_for_algorithmic_pricing_for_amas

