



# Micky

**BANNER AD  
LOCATIONS MAP**

Micky Media Pty Ltd  
ACN: 628 395 273



# Micky can promote your brand

## AD SPOT KEY

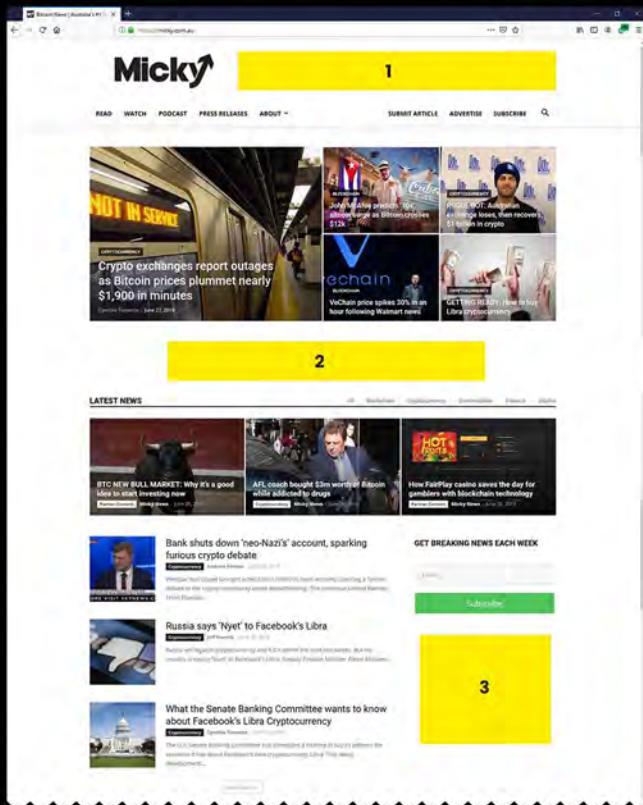
1. Top Banner (Sitewide)
2. Latest News Banner (Homepage)
3. Sidebar 1 (Sitewide)
4. Sidebar 2 (Sitewide\*)

5. Inline Banner (Sitewide\*)
6. Sidebar 3 Banner (Sitewide\*)
7. Sticky Footer Banner (Sitewide\*\*)

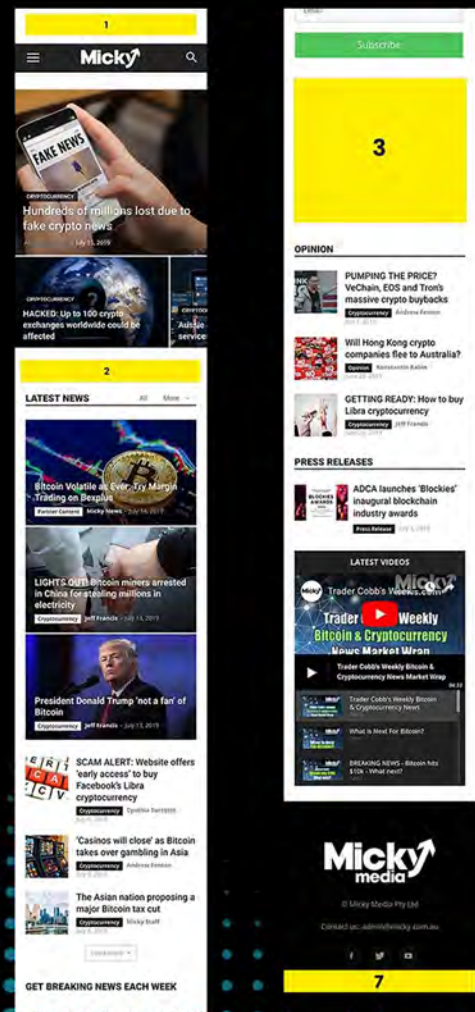
\* Sitewide EXCLUDING homepage

\*\* Sitewide MOBILE ONLY

### Homepage Ads on Desktop



### Homepage Ads on Mobile



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## AD SPOT KEY

1. Top Banner (Sitewide)
2. Latest News Banner (Homepage)
3. Sidebar 1 (Sitewide)
4. Sidebar 2 (Sitewide\*)

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### Inner Page Ads on Desktop

**Note: Sidebar is 'sticky' and remains fixed when the user scrolls.**

### Inner Page Ads on Mobile

He came up with "There is a 1 in 302.6 million chance you will win the lottery. There is a 1 in 21 million chance of you owning a Bitcoin. Choose wisely."

Even on a cursory glance, the tweet makes no sense - it's comparing the random chance of winning the lottery with the conscious choice to buy a Bitcoin - which if you can afford it, is pretty much a 100% certainty if you set out to do it.

"Within minutes of tweeting the experiment, the engagement and subsequent virality was obvious. Within the first 10 hours, I was able to reach 88,000 people with a tweet that was mathematically proven to be inaccurate."

**I want to believe**

Pomp's tweet demonstrates that at heart, the reason behind fake news is that people want to believe.

They want to believe they'll become rich from Bitcoin, they want to believe that competing projects will fail and that Tion is a scam.

They want to believe the price will moon after that Bitcoin ETF is approved next week.

So the next time you read a story that you want to be true, spend a few moments Googling to see if it is actually true before retweeting it or posting it on Reddit and help us stop the spread of fake news.

**Learn step-by-step crypto trading strategies that work in any market. Live in-person classes are now forming - click here to find out more about this.**

**Tags:** Bitcoin, crypto news, crypto scam, cryptocurrency

**Micky media**

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FX Street - Taking Part, Bitcoin Exchange