AVT
THE ADVERTISING TOKEN
WHITEPAPERS

Overview

Blockchain technology is a recent invention used to solve different security problems every day. For instance, a cryptocurrency like Ethereum is used to make payments, transfer money, and pay for services such as digital advertising in a fast and secure manner. Moreover, our Ethereum-based Advertisement Token helps digital marketers deal with payment challenges they encounter such as:

1. Fraud and chargebacks
2. Cross-border transactions
3. Card data security
4. Multi- currency and payment methods
5. Poor technological integration

Secure

Developed for a peer-to-peer advertising network, every transaction is secure.

Decentralized

Our token is non dependant upon a central authority & is transferred directly from user to user.

Instant

Send the AVT token to any user or publisher or exchange instantly.

Global Advertising

Use your AVT token to purchase advertising on our advertising network.

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Goals

1. To create a common network for all crypto users to advertise their offers

2. Create a crypto token advertising network that both users and publishers can benefit from by displaying and viewing advertising.

About Us

The Advertising Token (AVT) is a multifunction next generation cryptocurrency token used to buy and sell advertisement services on the Ethereum blockchain using cutting edge smart contract features.

The AVT uses the Ethereum blockchain technology to exchange advertising services for our tokens.

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Our trading platform is easy to use and enables the exchange of AVT tokens to take place in a conflict-free zone, while at the same time avoiding the additional charges of intermediaries and brokers in the advertisement world.

Advertisers have the option of buying the AVT tokens and using them to purchase advertising. We in return reward our publishers with AVT token for showing our members advertisements.

Our AVT token advertising exchange platform in the advertising space will revolutionize the way users purchase advertising on multiple platforms. Digital marketers and advertisers have the option of paying more AVT in order to gain premium traffic to their advertisements.

Our Product

I. Ad Network

Our main product is the Advertising Token (AVT) platform that allows buyer and sellers to exchange advertisement services while paying each other with AVT via our network.

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To use our platform, clients need to create a Free AVT Secure Wallet to start using our services. After the registration clients benefit from having access to services that are secure, decentralized, instant, and give them global exposure

II. Types Of Advertising

Once the token distribution stage is over we will open up our advertising options for all members. Once launched we will offer the following advertising options

1. Banner advertising on our Publisher websites
2. Text advertising on our Publisher websites
3. Login ads on our current network.
4. Solo advertising to our current network.
5. Paid to Click ads - everyone can earn tokens by viewing ads

We will become the place to advertise for crypto enthusiasts around the world

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Our Business Model

Our platform is comprised of an international ad network receiving millions of impressions per day and provides global monetary solutions.
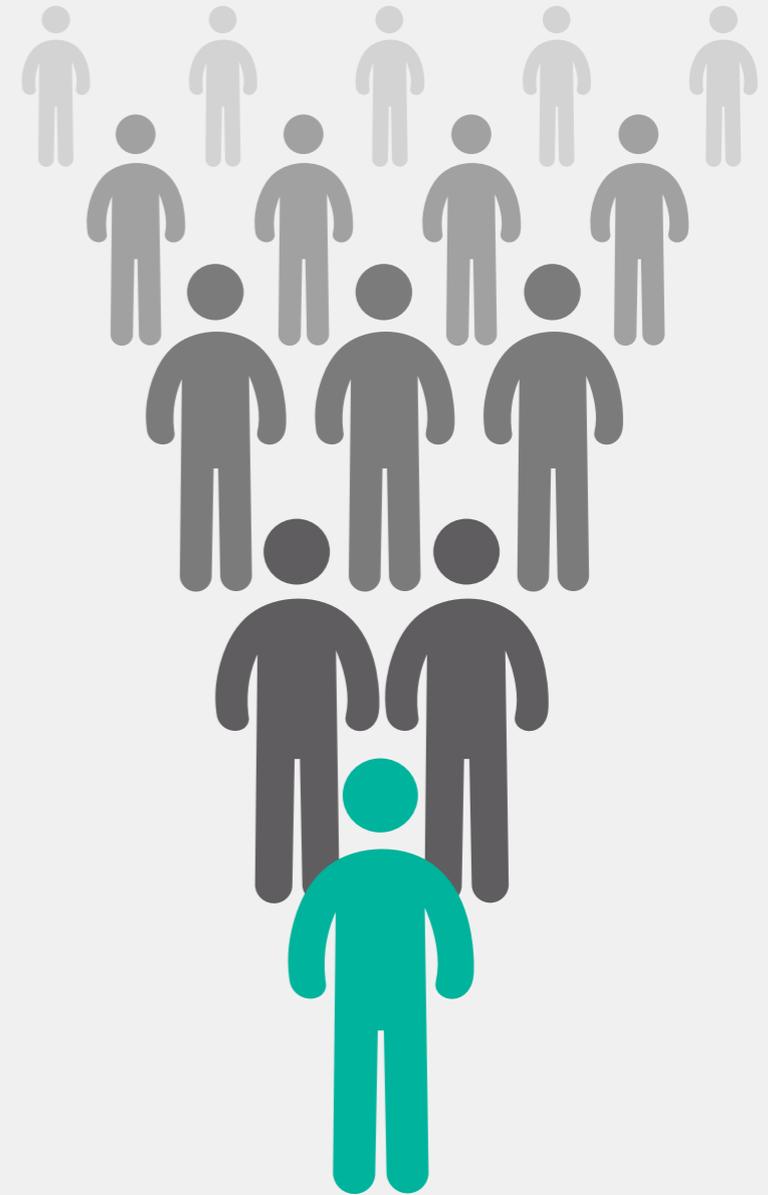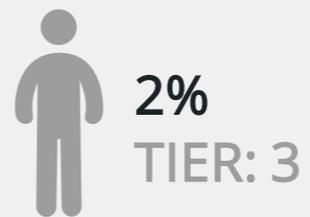
Following the ICO, we will activate the publishers option and open the ad network for users to purchase advertising as well as the ability to stake tokens and earn a share of tokens used.

Our model centralizes around the online advertising industry. We will capitalize on the mobile industry with our innovative PTC apps

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Affiliate Program

In order to grow our tokens community we are implementing an affiliate program for all token purchases. Affiliates will receive 3 tiers of commissions as follows

5%
TIER: 1

3%
TIER: 2

2%
TIER: 3

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Token Pricing

The model we use to price our token is based on a Round System. Each round lasts for three days. For instance, the first round will begin on April 3rd and run on a three day interval, which means that the round will end on April 30th.

The charge of our first round of token distribution is $0.01 per token. The price for each round of distribution will increase by $0.01 per token from the previous round. After the 6th round clients will be given an opportunity to withdraw or use their tokens.

We fully intend to implement an internal exchange backed by the use of our token and as well as from the proceeds of advertising purchases. We will also list our token on external exchanges for mass growth potential.

The number of tokens distributed will increase as the round progresses.
Each round is as follows:

1   Round 1: 2,000,000 @ $0.01 per token

2   Round 2: 6,000,000 @ $0.02 per token

3   Round 3: 10,000,000 @ $0.03 per token

4   Round 4: 12,000,000 @ $0.04 per token

5   Round 5: 15,000,000 @ $0.05 per token

6   Round 6: 20,000,000 @ $0.06 per token

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Token Distribution

The distribution of the Advertising Tokens is as follows:
The total supply is 150 Million.
Specs: ERC20 Token
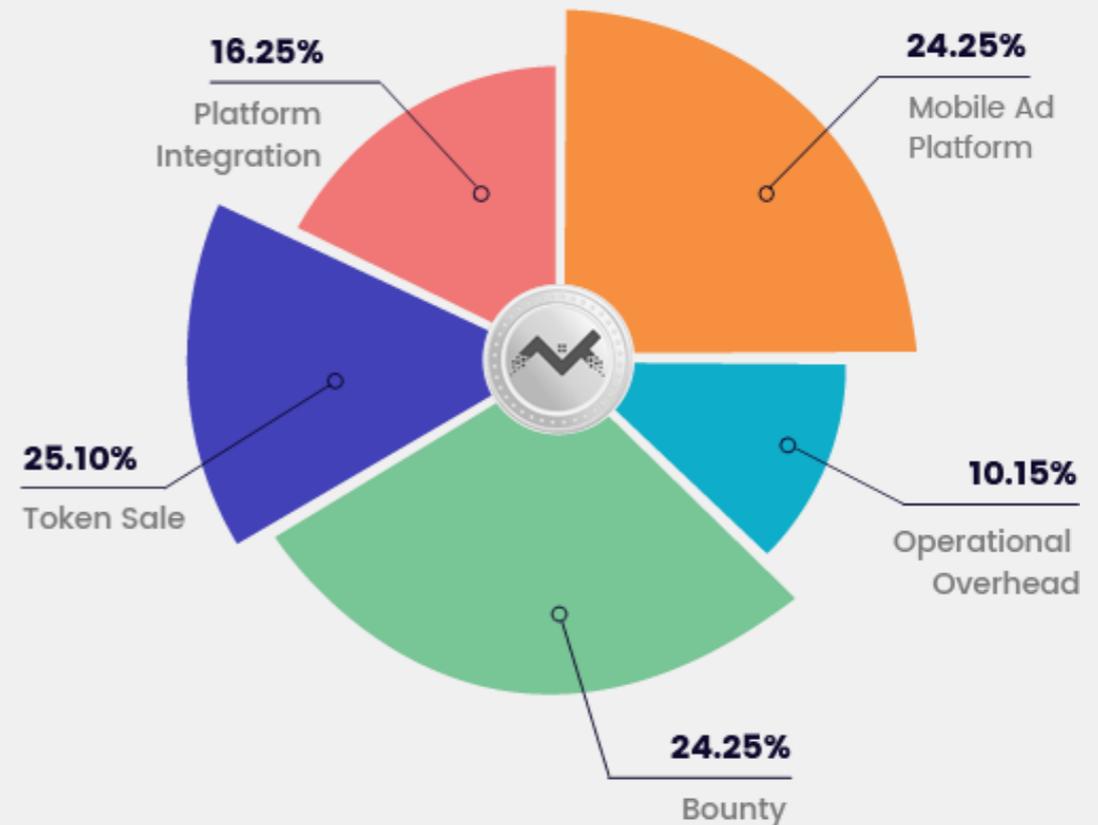10% is available for the airdrop
43% is available for sale.
15% is used as for the developing team..
10% is reserved for publisher rewards.
10% is reserved for referral
12% is reserved for the staking platform.

***Image used for illustrative purposes

16.25%
Platform
Integration

24.25%
Mobile Ad
Platform

25.10%
Token Sale

10.15%
Operational
Overhead

24.25%
Bounty

Ad Staking

After we have fully implemented our token distribution phase, we will embark on the process to provide advertisement pack staking.

This feature will enable our advertisers and publishers to use the tokens they have purchased or earned and store them for a period of 60 days, after which it will earn them 120% in AVT tokens to use within our platform or to cash out via an exchange

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Mobile Wallets

The AVT token is built on the Ethereum blockchain and will consist of secure ERC 20 standard
wallets. All tokens will be traceable on the Ethereum network. Both web based and mobile wallets will be created per the roadmap timeline.

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Future Plans

There are endless possibilities for the use of our Advertising Token (AVT). Our near future plan is the development of both Android and IOS apps.
We will implement our PTC ad network for users to earn tokens by viewing ads from their favorite mobile device.

With our publishers growing each month our daily impressions served will grow with along with it. As members use our tokens we will acquire more websites to display ads from out network.

Thank you for viewing our whitepaper presentation. If you have any further questions you can use our support option via the website.

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Thank you!

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