



AdMonkey WhitePaper

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\$AdMonkey is a revolutionary Ad Platform for crypto related website advertisers and publishers. Utilising cutting edge technology, the key focus is providing a clean & easy-to-use interface for both advertisers and publishers.

Publishers can earn rewards in a variety of currencies, including both crypto and fiat.



t.me/admonkeytoken



twitter.com/AdMonkeyToken



The Mission

\$AdMonkey's vision is to become the number one solution for ad campaigns in the crypto industry. As of 2020, Crypto Marketing was a \$50 billion+ Industry. This will increase year after year as Global Adoption of Cryptocurrency increases.

While the crypto market has seen exponential growth, existing crypto ads platforms are being left behind. Their products tend to be extremely simplistic and their technology is far behind the Non-Crypto Market.

Non-Crypto Advertisers which possess much more advanced technology and distribution channels are unwilling to enter the market due to the regulatory and compliance risks that are imposed on Cryptocurrencies. Because of this, many Crypto Startups are forced to invest in incomplete solutions which inevitably waste time and money.

\$AdMonkey is invested in the development of an innovative ad servicing platform with the necessary tools and technology to succeed. This will be a place where advertisers can plan and submit their ad campaigns. We will then connect their advertisement to a network of professional publishers .

We will offer

- Anonymity
- Technology
- Distribution channels (web, mobile, social)
 - "1 Stop Shop" advertising
 - Product roadmap

\$AdMonkey wants to invest in "You." We understand the huge importance of our investors so we have decided to launch the project on the BSC BlockChain. With the low transaction fees this will both benefit those who use our platform by providing a lower overall cost, and allow us to implement our own take on tokenomics so that we can reward our holders every possible chance.





The Product

Immediately following the launch of \$AdMonkey, the Team will begin development of the Platform.

The web based SaaS application will be a pixel based advertising platform where users can submit image/text based ads to be displayed on publishers website(s).

Users will be able to choose a payment model of either CPC (Cost-Per-Click) or CPM (Cost-Per-Thousand-Impressions, in addition to setting a daily budget limit, similar to that of AdSense.

Once a user has submitted an ad campaign, our unique AI engine will determine whether the campaign has any aspects of spam related advertising. If the system determines that the ad copy/imagery is acceptable, it will automatically start being published on publishers' websites.

Any ad campaigns which are flagged as potentially risky will be manually reviewed by our team within 30 minutes, 24/7.

Publishers will receive up to 80% of the generated revenue, 16% will be invested back into the holders and 4% towards platform management & upkeep.

The advertising platform will accept payment in the form of BNB, BTC, ETH, LTC and \$AdMonkey. Discounts and special offers will be available for users who deposit using \$AdMonkey.

We will begin our journey in the Crypto Space but after the first successful quarter for the platform will begin branching out to publishers in the non-crypto industry.





The Token

Supply Breakdown

Total Supply: 1,000,000,000,000 (One Trillion) tokens

- 20% Liquidity Pool (1 Year Locked on DXSale)
- 5% Development Wallet (180 day lock, vesting period 30 days - 16%)
- 10% Private Sale (500BNB / 1BNB=200Million)
- 22% Presale (1,250BNB / 1BNB = 160Million) (Additional 2% for DxSale Fees)
- 43% Burn to the dEaD address

Tokenomics

12% tax on each token transaction.

- 3% BNB Reward Pool
- 3% Buyback & Burn
- 2% RFI Static Reward
- 2% Marketing Website Revenue
- 2% Auto LP

Revenue from AdMonkey Platform

- 80% paid to Advertising Publishers
- 16% fed back in to contract, rewarding holders and the overall price of the project
- 4% set aside for development and management of the Ad platform.





Rewards

At \$AdMonkey we recognize the importance of our holders in the success of our project. Because of this we wanted to ensure that all holders are rewarded as much and as often as possible.

This is why we will be having daily, weekly, and monthly systems for rewards. The economics are also designed so that both the Token Transaction & Website Revenue will feed into rewards. This to ensure that all investors benefit from holding even during periods of low trading volume throughout the year.

Daily (Live)

RFI Static Reflection - 2% Token Tax will be reflected back to all \$AdMonkey Holder. This will be divided up based on %holdings of the current circulating supply.

Weekly

BNB Reward Pool - 3% Token Tax will be converted into BNB and added to the rewards pool. Each holder will be allowed to collect starting 7 days after their initial purchase and again 7 days after their previous claim (Non-Stacking). At claim you will be able to collect a % of the reward pool equal to the % holding of current circulating supply. Any sales above 10% of the wallets holdings will result in your claim date being pushed back 2 weeks from the last sale above 10%.

Monthly

Community Promos - Each Month \$AdMonkey will dedicate a portion of the advertising wallet to host community events/games/contest where holders will have a chance to win Rewards in \$AdMonkey and BNB. These promos will be designed to promote community activity, investor security, and be another excuse to reward you guys for supporting us.





Other Important Mechanics

Buyback & Burn - 3% Token Tax as well as 100-200BNB at launch will be deposited in to the contract to enable the buyback mechanism.

Our buyback mechanism is a manually initiated protocol which we have nicknamed "The MoonShot". When "The MoonShot" is initiated, it will buy back a fixed amount of tokens and send them to the dEaD address, burning them forever. This is intended to help stabilize the price and promote long term upward growth for our investors while reducing overall token supply.

Anti-Whale - Sales higher than 10% of a wallet's holding will result in 2 consequences:

1. The wallet will receive a 3 day buy ban. This coupled with "The MoonShot" function will give the price a chance to recover before that wallet is allowed to buy back in.
2. Weekly Reward Claim date will be pushed back two weeks from the date of the last sale above 10%.





Private Sale

A private sale will be held prior to the announcement of the presale. This will be a small sale to whitelisted investors only. Details on how to apply for a spot on the whitelist will be announced on our social media channels.

Private Sale Tokens: 100,000,000,000

1BNB = 200,000,000 Tokens

Hard Cap: 500BNB

Presale

Hosted on DXSale.app

Presale Tokens: 220,000,000,000

Tokens per BNB: 160,000,000

Soft Cap: 500BNB | Hard Cap: 1,250BNB

Minimum Buy: 0.1BNB | Maximum Buy: 3BNB

All proceeds from Private/Presales will be divided as follows.

- 100-200BNB Sent to the contract for the buyback function.
- 100-200BNB to initiate a large marketing campaign for presale & launch
- 1,250BNB will be added to the LP and locked through DXSale for 100 Years
- 20,000,000,000 tokens for DxSale fees

Launch

Launch will be within 30 minutes of the Pre-sales Completion (Presale completion included investors collecting their tokens, so the contract can be activated)

Total LP at Launch: 20% (200,000,000,000 Tokens)

Launch Price will be the same as Presale to avoid early bot dumping. A 60 minute maximum 25% sell restriction will be in place to prevent hard dumping.





Roadmap

Q3 2021

- Private Sale - COMPLETED
- Pre-presale Marketing Campaign - PooCoin Ads & Social Media Advertising Campaign. - IN PROGRESS
- Presale
- Launch on PancakeSwap
- Additional Advertising campaign
- Apply for CoinGecko & CMC
- Begin development of the platform - IN PROGRESS
- Website Live - COMPLETED

Q4 2021

- Initial BETA concept of Ad platform introduced
- High profile influencers campaign
- Team Expansion
- Launch of Web Advertising Service.
- Joint AMA with Aurum (Formerly MoonBoys)

Q1 2022

- Further Team Expansion
- Release Beta for Further Ad Platforms (Mobile App)
- Expand the Distribution Channel to Non-Crypto Publishers.

Q2 2022

- Launch Mobile Ad Service - Dedicated iOS/Android apps

