

The logo for 'YNOT MEDIA KIT' is displayed in a bold, orange and white font. To the left of the text is a circular icon containing a question mark. Above the 'O' in 'YNOT' is a gold coin with a dollar sign. To the right of 'MEDIA KIT' is a red and white megaphone. Below the 'O' in 'YNOT' is a white play button icon. Below the 'U' in 'KIT' is a white 'U' character. Dotted lines connect these icons to the text.

# YNOT MEDIA KIT

The YNOT brand was introduced to the adult entertainment business community in 1996 when the YNOT Adult Network (as it was known back then) was created with the vision to provide early online developers of adult websites with a central hub and social community where they could network and promote ethical business practices. That vision is carried on today by current owners and adult industry veterans Connor Young and Jay Kopita.

YNOT's flagship website is YNOT.com and the YNOT brand has been extended over the years with additional services for the adult industry including media and marketing opportunities, business services, and events.



# YNOT *Group* LLC

YNOT Group LLC is a media company that offers business to business (B2B) news and resources for adult companies, industry performers, adult affiliates and peripheral service companies.

YNOT will always be anchored by its flagship website YNOT.com, which is one of the most trusted sources of adult industry news and information. YNOT.com offers adult industry news articles, a Directory of professional service listings, and valuable how-to guides for adult industry affiliates. YNOT readers can also sign up for YNOT's popular and free email newsletters, which offers news, announcements and special offers delivered by email.

**YNOT Magazine** is a quarterly print publication produced and distributed by YNOT Group. New issues of YNOT Magazine are made available for free at YNOT.com, at industry trade shows and to newsletter subscribers via digital download.

YNOT also operates the blog YNOTEurope.com, which offers adult business news coming out of the EU, and in early 2016 the company added YNOTShootMe.com, a photo-journalism site in collaboration with veteran adult industry photographer Buster Brown.

YNOTCam.com was also launched in 2016. It's a professional blog that offers tips and advice to cam performers and content creators as well as interviews and features.

# YNOT Events LLC

YNOT Events LLC is a professional events company that produces adult industry award shows, in-person trade shows, local events and events at other trade shows, and our own virtual summits.

YNOT Events proudly produces the annual **YNOT Awards** ([www.ynotawards.com](http://www.ynotawards.com)), an industry award show that focuses entirely on adult internet companies. YNOT Awards first debuted in 2011 in Prague, and has successfully run every year since in collaboration with The European Summit — with the exception of the 2020 show, which was 100% virtual due to the global COVID-19 pandemic.

In 2018 YNOT Events debuted **YNOT Cam Awards** ([awards.ynotcam.com](http://awards.ynotcam.com)) in Hollywood, California. While YNOT Awards focuses on businesses and industry executives, YNOT Cam Awards recognizes the adult industry's top talent. From the moment it launched, YNOT Cam Awards sought positive change to how the industry awards performers. It has done away with award categories that reduce performers to stereotypes, cliches and body parts. It presented major award categories that include performers of all gender identities. Past shows have featured amazing performances by comedians like Brad Williams, Kate Quigley and Kelsey Cook, and there is a glamorous red carpet event before the show featuring live streamed interviews with nominees and adult industry stars, as well as open bar and dinner service. Highlights from past shows are available on YouTube: YNOT Media.

In 2019 to further support models and performers, YNOT Events introduced **YNOT Cammunity** ([www.ynotcammunity.com](http://www.ynotcammunity.com)), the first B2B trade show designed for cam performers, content creators and interactive platform services. YNOT Cammunity features seminars, networking events, parties and demos.

The newest offering from YNOT Events was born in 2020, the year of social distancing. **YNOT Summit** ([www.ynotsummit.com](http://www.ynotsummit.com)) is an all-virtual conference just for the adult industry. The online-only show features two seminar tracks, one for industry models and another for webmasters, affiliates and business executives. The virtual show also offers online speed networking, virtual exhibits and more and will be hosted and produced by YNOT every year moving forward. Once the ongoing global pandemic is over and it's safe to host in-person events again, YNOT will continue to host its two awards shows and one trade show but will be offering hybrid versions of each (online and in-person).

# Additional YNOT Branded Services

YNOT Mail (ynotmail.com) is a hosted email marketing and delivery platform that provides businesses with a powerful platform for driving email marketing success. And because it's from YNOT, it's one of the very few platforms that is adult industry friendly. You will not find another solution with the combination of history, accessibility, brand trust, and support that YNOT Mail provides.

## *Email Marketing Works, and It's Affordable*

If you think about it, no serious company today goes without a good email marketing solution. Here's some reasons why that's true, and why you should get started right now:

**Reach Mobile Customers**  
**Keep Customers Informed**  
**Email Drives Sales**  
**Easy to Customize**  
**It's Inexpensive Marketing**  
**Higher ROI**

Many of today's best online service platforms were built to solve frustrating problems, and YNOT Mail is no different. The YNOT Mail team is made up of Web visionaries, veteran Internet developers, experienced customer relationship managers, and also email marketers like you who were fed up with the restrictions and limitations of other platforms. Our experience is a big part of what we do. Every day we put that experience to work for YNOT Mail customers to help them navigate an increasingly dangerous environment for email marketers, where simple mistakes can have big unintended consequences on email deliverability.

*To contact YNOT Mail, please visit <https://www.ynotmail.com/contact/>  
or call +1 (512) 828-3776  
or email Richard Buss at [richard.buss@ybs.io](mailto:richard.buss@ybs.io)*

## Let the YNOT network of websites and services be an important part of your marketing and promotional plan!

### Be seen by THOUSANDS of targeted adult industry professionals DAILY

When you advertise with YNOT, you are reaching a very large audience for your adult business and services. As well, since 1996, the YNOT name has always been synonymous with ethical business practices, so you can be assured that you are working with an organization that cares about the industry, has worked hard to enjoy longevity, and is a true leader in the industry that wants to see you succeed.

### The YNOT Network of sites include:

**YNOT.com** - With upwards of 2,500 daily visitors, our flagship news, resource and information site since 1996 provides 10 banner rotation and link placements, static options, business directory listings and other strategic marketing opportunities to have your brand seen. This also includes the YNOT business directory for classified listings, press release and article publishing and interviews on our website and emailed newsletters to 15,000 recipients, and optional dedicated mailblasts.

**YNOTEurope.com** - Our news blog covering primarily EU news offers 5 advertising rotations and is visited by upwards of 800 daily visitors.

**YNOTCam.com** - Launched in 2016, our rapidly growing and wildly popular news and information site primarily for adult performers and content creators, as well as the platforms and services that feed into the industry, this site offers 3 advertising options and is visited daily by more than 1500 adult professionals.

**YNOTShootme.com** - Our photo site that covers all of the events YNOT attends (and some that we don't!) and is a great branding opportunity not only to have your logo placed on the website in up to 5 areas, but also to have your brand watermarked on entire photo galleries in addition. When in-person industry events are in session, traffic on this site can spike to well over 1000 daily visitors and photos are repeatedly shared on all social media channels.

**YNOT Magazine** - This is our online quarterly publication that we also create hard copies for, to distribute at industry events and trade shows that YNOT exhibits at. A great way to have your brand seen at events and kept for months at a time if not longer. YNOT Magazine has themed issues covering topics that are important to the industry as a whole.

**YNOT Affiliate Guide** - Launched in 2020, the YNOT Adult Affiliate Marketing Guide is a free resource designed to help webmasters, internet marketers and web developers earn recurring and sustainable revenue from promoting adult industry goods and services. This section is housed entirely within YNOT.com and will be limited to just a few advertisers. Great opportunity to be seen by many adult industry affiliate beginners as well as experienced affiliates and even recruit more affiliates to your platform.

**YNOT Business Directory** - Get a premiere listing as part of your sponsorship package. Stand out with a featured listing, and top placement in our directory as well as appearing on the front page on YNOT.com from time to time. This section is also entirely housed on YNOT.com.

**YNOT Podcast** - Our new affiliate marketing podcast will feature movers and shakers in the industry and feature in depth content that you will not find anywhere else. We anticipate each episode to get over 1000 listens and plan on having audio advertising as well as website ads for the select few companies who support. This will not be your typical same old podcast! Sell Porn or Die Trying! Two ad spots to start, one at start of show and one in the middle, both at the end with potential expansion to four ad spots.

*As well, YNOT offers vast social media coverage across Facebook, Twitter and Instagram with tens of thousands of qualified followers. Advertisers in any and all of the above options, will also enjoy the benefits of being included in this additional coverage.*

When it comes to events and awards shows, YNOT delivers the best in the biz every single time. Whether you are a long standing, industry executive or business owner, an employee at a company that provides adult business services, a performer or model, someone just getting started, or a combination of any of the above, participating at, attending, and sponsoring any of YNOT's events is a very lucrative decision. YNOT has been involved in event production since 2001 and has shown time and time again that we know how to create original and amazing events. From the early days of YNOT Party in Mexico, on to the YNOT Grand Prix Kart Racing and others, YNOT knows how to bring the fun and value to the masses.

Currently YNOT runs FOUR different events, and will be adding more once the pandemic is well and truly behind us.

**YNOT Awards** - Recognizing the best businesses and executives in the industry. Numerous sponsorship spots are available including Presenting sponsor, Gold sponsors and VIP dinner table sponsors. Pricing ranges from \$200 per VIP dinner seat (includes open bar) on up to customized packages starting at \$4000 for high exposure including press wall, show guide, video entertainment, full VIP table, and much more. Please inquire about pricing, nominations and opportunities.

**YNOT Cammunity** - Our annual trade show typically held at the W Hollywood Hotel is a 2.5 day business to business event offering all of the education, exhibits, networking and fun a business to business trade show can offer for the performer, cam network and platform side of the industry. Numerous levels of sponsorship available including presenting sponsorship, high levels of exposure online and in person, lower level exposure for companies on a budget, networking sponsorship opportunities, food and party sponsorships and attendee bag inserts. Please inquire about pricing and opportunities.

**YNOT Cam Awards** - This is THE awards show that gives cam models and content creators their best night of the year. YNOT Cam Awards only awards performers and is a lavish night including red carpet, open bar, dinner service, entertainment and a 90 minute awards ceremony and live streamed to their fans for free. This is the "Oscars" for performers of all walks of life and doesn't categorize performers into body parts and scenes they perform in. YNOT Cam Awards offers numerous sponsorship opportunities ranging from after party sponsor on up to title or live streaming sponsor. Prices range up starting from \$5000, so please contact us for more details.

**YNOT Summit** - Our online business trade show for the entire industry launched in July 2020 as a direct response to the pandemic. We were the first adult media organization in North America to host an event of this kind and magnitude. With nearly 2000 registrations to this "free" event, we were also able to host a 2nd edition in Dec 2020 with very similar results and even greater engagement. Numerous sponsorship and exhibiting and speaking opportunities available with pricing ranging in the hundreds of dollars on up to the thousands for top level exposure.

# Pricing & Contact

## Prices are MONTHLY

(Discount pricing available with 6 month minimum deal):



**\$200**

YNOT Business Directory Package only

**\$400**

YNOT Summit Booth Only

**\$500**

YNOT Podcast only

**\$700**

Affiliate Guide + YNOT Advertising + Business Directory

**\$1,000**

Podcast presenting sponsor. "YOUR COMPANY presents YNOT Podcast".

**\$1,000**

Podcast + Affiliate Guide + YNOT Advertising + Business Directory

**\$1,800**

YNOT Summit Main Sponsorship Package only

**\$2,000**

YNOT Summit Main Sponsorship + Affiliate Guide

**\$3,000**

All of the above including Podcast Presenting Sponsor



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