

TechWhirl Network Sponsorship and Advertising Program

Techwhirl offers two different ways to promote your business to technical writers and communicators through our limited sponsorship and advertising packages.



Sponsorships are normally year-long commitments and provide the highest ROI for awareness and engagement with our growing audience. Your company also helps ensure TechWhirl remains a free resource for technical writers.

Level	Display Ads	Social Media Twitter \ Facebook	Content Placement	Search Marketing	E-mail List	Available Spots	Cost
Platinum	Maximum exposure and placement on all TechWhirl Websites	1 per month	Rotating Sponsorship of Weekly Update	Each sponsor has a page on site with RSS feeds, white papers and other information to help users with their product or service search	Weekly	1	\$15,000
Gold		2 per quarter			2 per month	2	\$7,500
Silver		1 per quarter	N/A		1 per month	4	\$5,000

Additional Benefits: 50% off additional advertising, free job listings on Tech Comm Jobs (sister site) and exclusivity on all new websites for a set period of time.

Content Advertising is our newest program and offers a far shorter and more customizable promotional opportunity. Your 125 x 125 advertisement will be placed in front of our readers for some minimum amount of impressions. Ads display at the bottom of every post and on the home pages of TechWhirl's magazine and archives site.

Size	Monthly Rate	CPM Rate
125 x 125	\$100 for 30K impressions	\$4.00
300 x 600		\$6.00

Sponsorship / Advertising Sizes and Placements break down as follows: Sponsor impressions are allocated by reserving a percentage of all page views, while Content Advertiser impressions are based on a specific number of the remaining inventory.

Display Ad Sizes	Sponsor Badges*			Header 468 x 60	Content 125 x 125	Archives 300 x 600
	200 x 200	125 x 125	125 x 60			
Platinum	X			50% of total impressions		15%
Gold		X		35% of total impressions		10%
Silver			X	15% of total impressions		
* Sponsors on all pages						
Advertiser					X	X

INKtopia
Information Networking Knowledge

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