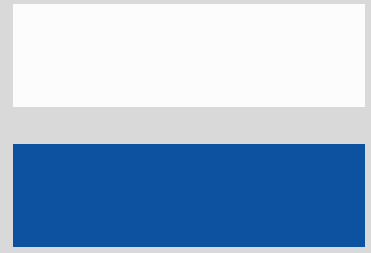




HELLO
FROM

SCALE & STRATEGY

5x weekly newsletter with 90,000+ readers! At Scale & Strategy We are all about Entrepreneurship, Business Strategy, Technology, and marketing.



50M+

OUR AUDIENCE

Subscribers

Open rate

click through rate

90K+

55,7%

3,8%



**THE NEWSLETTER IS PUBLISHED
EVERY MONDAY AND THURSDAY**

Subscribers: 90,000+

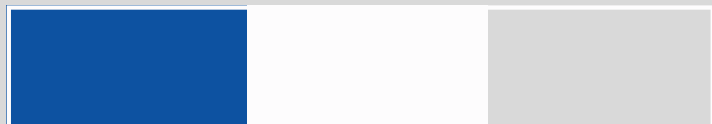
**55.7% Open rate
and 3.8% CTR**

**Readership:
business operators**

**Audience locations:
78.6% USA, 1
5.7% UK- Europe,
5.7% Other**

**Department:
founder - C suite: 45,2%
marketing: 23.8%
development/engineering:
15.6%
sales: 12.7%
HR/finance: 2.7%**

**Accredited Investors:
36.5%**





**THE NEWSLETTER IS PUBLISHED
EVERY MONDAY AND THURSDAY**

**Budget Decision Maker:
73%**

Company Size:

50-500: 33.8%

500 - 1000: 24.6%

1000+: 23.7%

0 - 50: 17.9%

**HHI:
200k or more: 76.6%**

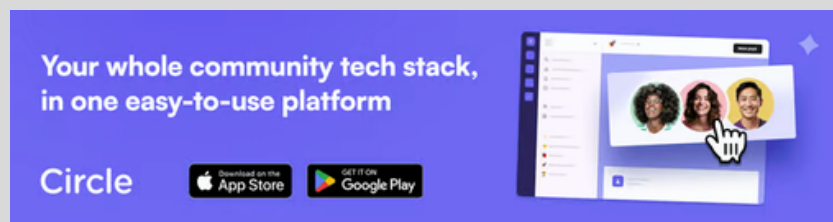
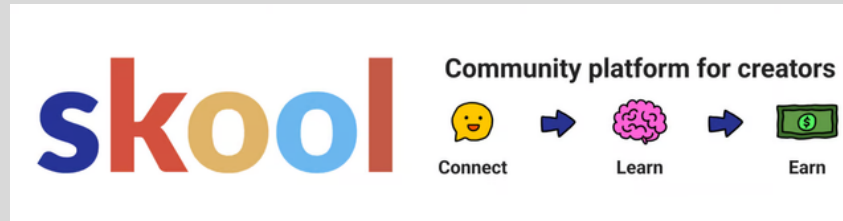
100 - 200k: 18.8%

less than 100k: 4.6%





WE WORKED WITH



guidde.



DETAILS 01

The package is priced on a per-day basis, and we'll collaborate with you to select the specific dates for your campaign to run.

PRIME AD PLACEMENT

The image displays five promotional posters for the Mid-Atlantic Marketing Summit, arranged in a grid-like fashion. Each poster features a dark background with white and yellow text. The top poster is dated April 24, 2020, and highlights topics like Prime Placement Advertisements, Sponsorship Lines, and News Headlines. It lists speakers such as Matt Atkinson, David Berman, and Jeffery Smith. The second poster, dated April 28, 2020, focuses on Social Media Marketing, featuring speakers like Brian Kline and Jeffery Smith. The third poster, dated May 1, 2020, covers Cybersecurity, with speakers including David Berman and Jeffery Smith. The fourth poster, dated May 5, 2020, discusses Technology Partnerships, featuring speakers like David Berman and Jeffery Smith. The fifth poster, dated May 6, 2020, addresses Business Development, with speakers like David Berman and Jeffery Smith. All posters include contact information for the organizers, Tech Wave Media Group.

DETAILS 02

Only one secondary Placement Ad Package is available in the newsletter each day.

The secondary Placement advertiser gets 1 placement - in the near end area of the newsletter.

The placement is in the same style as the primary. It is priced per day. We will also work with you to schedule the dates for the secondary placement to run.

Requirements:

billboard graphic

-Size: 970 x 250 (normal billboard size banner) -Graphic formats: PNG, JPEG, GIF, Animated GIF

AD Title

-Maximum 75 characters. Example: Data Center and Cyber Consulting

AD TEXT

-Maximum 1,000 characters. Often shorter is better! Feel free to put more characters and we can help condense it

AD UNIT	PLACEMENTS	COST	ESTIMATED CLICKS	ESTIMATED CPC
PRIME	4	3,190\$	1,200-1,900	1.7\$-2.4\$
SECONDARY	1	2,640\$	700-1,000	2.3\$-3.2\$

PRICING BREAKDOWN

PRIME AD PLACEMENT

SECONDARY AD PLACEMENT

WELL WE OBVIOUSLY CAN'T CHARGE YOU
100,000\$ FOR THIS SO HOW ABOUT

PRIME AD PLACEMENT

- 1DAY: \$3,190
- 2DAY: \$6,050
- 3DAY: \$8,940
- 4DAY: \$11,740
- 5DAY: \$14,390

SECONDARY AD PLACEMENT

- 1DAY: \$2,640
- 2DAY: \$4,980
- 3DAY: \$7,190
- 4DAY: \$9,240
- 5DAY: \$11,360

**We're really
looking forward to
working with you.**

