2022 MARKETING & SPONSORSHIP OPPORTUNITIES
GEEKWIRE IS A FAST-GROWING TECHNOLOGY NEWS SITE WITH STRONG ROOTS IN THE PACIFIC NORTHWEST, AND A LOYAL AUDIENCE OF TECH-SAVVY READERS AROUND THE GLOBE.
GEEKWIRE INFORMS, ENTERTAINS, CONNECTS & INSPIRES THE SMARTEST PEOPLE ON THE PLANET.

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<th>GEEKWIRE.COM</th>
<th>NEWSLETTERS</th>
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<td><strong>2.3 MILLION+</strong> AVERAGE MONTHLY PAGEVIEWS</td>
<td><strong>25,000+</strong> ENGAGED SUBSCRIBERS</td>
<td><strong>7,000+</strong> ANNUAL VIRTUAL &amp; IN-PERSON EVENT ATTENDEES</td>
<td><strong>35,000+</strong> MONTHLY DOWNLOADS</td>
<td><strong>300,000+</strong> FOLLOWERS CONNECTED TO THE GEEKWIRE SOCIAL MEDIA COMMUNITY</td>
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<td><strong>1.5 MILLION+</strong> AVERAGE MONTHLY UNIQUE VISITORS</td>
<td>THE GEEKWIRE DAILY + GEEKWIRE WEEKLY + GEEKWIRE EVENTS + GEEKWIRE STARTUPS + GEEKWIRE MID-WEEK UPDATE</td>
<td>GEEKWIRE AWARDS, VIP DINNERS, GEEKWIRE SUMMIT, VIRTUAL ROUNDTABLES, SOUNDERS DAY &amp; MORE</td>
<td>WEEK IN GEEK + HEALTH TECH + MORE</td>
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- **FACEBOOK FOLLOWERS**: 140,700+
- **TWITTER FOLLOWERS**: 159,000+
- **LINKEDIN FOLLOWERS**: 24,000+
- **INSTAGRAM FOLLOWERS**: 7,000+
- **YOUTUBE SUBSCRIBERS**: 42,000+
"Being featured in Geekwire yesterday drove more sales for us than being in Oprah magazine at Julep. I will always be inclined to say yes to any Geekwire request whenever possible."

-Jane Park, CEO & Founder Tokki
CUSTOMIZE & CURATE THE OPPORTUNITY TO PLUG INTO THE GEEKWIRE AUDIENCE

WEB & MOBILE BANNER DISPLAY ADS

UNDERWRITING GEEKWIRE CONTENT

PODCASTS

EMAIL NEWSLETTERS SPONSORED ADS

SPONSORED CONTENT & GEEKWIRE STUDIOS

EVENTS & VIP EXPERIENCES
WEB & MOBILE BANNER DISPLAY ADS

CONNECT WITH A TARGET AUDIENCE OF BUSINESS AND TECH LEADERS.

DESKTOP

- Leaderboard: 728x90
- Left Hand Rail: 300x250
- Premium Right Hand Rail: 300x600
- Billboard (Position 1): 970x250
- Billboard (Position 2): 970x250
- Storyboard: 300x250

MOBILE

- Leaderboard: 320x50
- Premium Right Hand Rail: 300x250
- Billboard (Position 1): 300x250
- Storyboard: 300x250
ALIGN YOUR BRAND WITH COMPPELLING AND TARGETED EDITORIAL FEATURES

CATEGORY OR CHANNEL UNDERWRITING

- Exclusive display ads on category landing page
- Branded category bar above each article
- Listing as a channel sponsor on the GeekWire navigation bar and homepage
- Custom sponsor post in the footer of each article page

SITE UNDERWRITING

- Available in weekly intervals
- Custom sponsor post appears in the footer of all articles within the specified date range regardless of channel or category association
REACH OUR AUDIENCE WHERE THEY LISTEN – OVER 35,000 AVERAGE MONTHLY DOWNLOADS ACROSS MULTIPLE GEEKWIRE PRODUCED PODCASTS.

Every episode is available via RSS feed or by subscribing in Apple Podcasts, Stitcher, SoundCloud or Google Play.

AUDIO COMMERCIALS

- :30 seconds (monthly) or :60 seconds (monthly) commercial audio (one per podcast)

TITLE SPONSORSHIP OR SEASONAL PODCAST

- Includes intro, outro and one :30 commercial for a subject-specific podcast (6-month and 12-month options)

- Branding and sponsor post inclusion on site

SPECIAL ON-LOCATION PODCAST

- GeekWire will record our podcast from your office, retail location, event or conference with unique branding opportunities
EMAIL NEWSLETTERS & SPONSORED ADS

REACH GEEKWIRE READERS WITH MESSAGING DELIVERED RIGHT TO THEIR INBOX.

GEEKWIRE DAILY E-NEWSLETTER

- Over 25,000 subscribers
- Ad placements designed to attract attention including:
  - Newsletter Banner: 415x100
  - Premium Header: 30 character max
  - Sponsor Post: headline, 300x200 image, 375 characters of copy

GEEKWIRE INTEREST BASED E-NEWSLETTERS

- Upcoming Events Newsletter, Startup Newsletter and more.

GEEKWIRE LOCAL

- Over 7,000 subscribers
- Share your message in a custom email blast to GeekWire subscribers
SPONSORED CONTENT & ADVERTORIALS

SPONSOR CONTENT OPTIONS: CUSTOMIZED EVENTS, PODCASTS, VIDEO, POSTS & MORE.

ADVERTORIAL

- Provide unique value to the reader, drawing from your expertise
- Clicks through to selectively to related materials and/or posts on your site
- Includes: headline, main image (600px wide), thumbnail image (200x225), 500-800 words of text, author headshot and two-sentence author bio

SPONSORED POST

- Clicks through to your website or content
- Includes: opening headline, closing tagline, 200x225 image, 375-character body
GeekWire STUDIOs
SPECIALIZING IN CUSTOM CONTENT LEVERAGING EXPERT PRODUCTION TEAM TO MAKE YOUR MESSAGING SOAR.

GeekWire provides the following services to help in planning, production, and audience engagement:

- Expert content planning and ideation with your team
- Organized speaker or panel logistics
- Professional content capture—video, audio, written
- Custom landing page, event registration
- Unique YouTube playlist on GeekWire’s channel
- Strategic distribution to GeekWire’s audience and extended targeted reach
GEEKWIRE SIGNATURE EVENTS CONNECT BUSINESS AND TECH LEADERS IN FUN AND COMPPELLING WAYS.

GEEKWIRE AWARDS
The much-anticipated and hotly-contested GeekWire Awards celebrates the top innovators, entrepreneurs and technology leaders in the Pacific Northwest. The 2022 Awards will be hosted live from the Showbox SoDo in Seattle, with dinner, entertainment and coveted awards handed out in more than a dozen categories.

May 12, 2022 (In-person and virtual)

GEEKWIRE SUMMIT
The GeekWire Summit convenes the brightest minds in tech, business, science and innovation for an immersive and informative discussion about the future. Past speakers: Microsoft co-founder Bill Gates; Amazon CEO Andy Jassy; Uber CEO Dara Khosrowshahi; Microsoft CEO Bill Gates; Grammy award winner Ciara; venture capitalist Bill Gurley; computer scientist Yoky Matsuoka and many others.

October, 2022 (In-person and virtual)

GEEKWIRE ROOFTOP BBQ + SOUNDERS DAY
Celebrate the end of summer with a fun rooftop BBQ at one of Seattle's coolest office spaces, just steps away from Lumen Field where we'll finish the evening with a Sounders FC match. Eat, drink, connect and play games with other geeks with the dramatic Seattle skyline as the backdrop.

Summer, 2022 (In-person)
GEEKWIRE VIP DINNERS
AN EXCLUSIVE, INVITE-ONLY DINNER BRINGS TOGETHER TOP TECHNOLOGY AND BUSINESS LEADERS.

BENEFITS FOR VIP DINNER SPONSOR

- Two seats at the table, joining more than a dozen top technology and business executives.
- Recognition as the sponsor on the invite, at the event, and in the post-event recap.
- Work alongside GeekWire on a brainstorm list of potential dinner guests.
- Ability to provide a parting gift to dinner guests.
- Access to guests via post-dinner email.
- Turnkey: GeekWire manages the details and leverages its network for you!

2022 DINNERS AVAILABLE ON A FIRST-IN, FIRST-SERVED BASIS, WITH DATES/LOCATIONS MUTUALLY-AGREED UPON.
NEXT STEPS: MEET OUR SALES TEAM

A MARKETING PLAN WITH A BIG IMPACT.

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