

nhtechalliance.org

2019 Digital Advertising Sponsorship Opportunities



NH TECH
ALLIANCE

Tech News Advertising Opportunities

The NH Tech Alliance offers two primary digital advertising opportunities exclusively for our members – Tech News and Tech E-Blasts. Tech News is an e-newsletter for the membership. There are six bi-monthly issues per year that feature updates from Alliance leadership, committee chairs and members on subjects that are pertinent to the tech sector. All articles are also saved and shared as blog posts on the Alliance website and through social media channels.





Tech Newsletter Sponsorships

Newsletters can only be sponsored by member companies. Sponsors will be acknowledged at the beginning of each newsletter with a logo, link to the company homepage and 50-character maximum tagline.

Sponsorships are \$250 each.

An annual package of sponsorships for all six newsletters is \$1,000.





Tech Newsletter Sponsorships

Newsletter Articles

Submittals should be 500-750 words and should highlight topics that are relevant to the tech sector. While companies are encouraged to discuss their expertise in the subject matter, the pieces need to focus on the topic and not on the company's product or service. We will include appropriate hyperlinks in articles and links back to the company homepage. We also include the author's title and a headshot. Articles need to be submitted by the first of the month of the publication month in Word or as a Google Doc. If an article is late or there are space constraints, the article may get bumped to the next edition. Last, the NH Tech Alliance will review all articles and make appropriate copy edits as needed. Once published, we encourage member companies to link back to the articles and promote through their channels.

Annual Tech News Schedule

2nd Tues in Feb (Jan/Feb issue)
2nd Tues in April (Mar/Apr issue)
2nd Tues in June (May/June issue)
2nd Tues in Aug (July/Aug issue)
2nd Tues in Oct (Sept/Oct issue)
2nd Tues in Dec (Nov/Dec issue)

*Articles due first workday of each month.



E-blast Sponsorship Opportunities

The Alliance's e-blast is published bi-weekly, or 26 times per year. The e-blast includes news from the Alliance and its members, a welcome to new members and upcoming events that may be of interest. The e-blast is circulated to the Alliance's full distribution list of over 4,400.



E-blast Sponsorships

E-blasts can only be sponsored by member companies, and sponsors will be acknowledged in each e-blast through an ad that includes a clickable logo and 50-character message.

There are three sponsorship options available:

Annual Sponsor: includes the full 26-run series – \$2,000.

Half Year Sponsor: includes 13 consecutive e-blasts – \$1,200

Four-Pack Sponsor: includes 13 consecutive e-blasts – \$500





**To learn more or sign up as a sponsor
Contact: info@nhtechalliance.org**

