

SPONSORSHIP OPPORTUNITIES

MediaShift reaches a community of people who follow media and technology.

Our audience of 125,000 unique visitors per month, includes key influencers in the media industry, academics, independent media makers, students and more. We also have a growing number of followers on social media, subscribers to our range of email newsletters, and viewers and listeners to our weekly audio MediaShift podcast. We produce events including networking mixers, innovation workshops and

weekend hackathons. Some of our special topics include innovation in journalism education; media metrics, analytics and impact; streaming video and TV content; and the vast changes in the media industry and social media.

We do more than sell sponsorships at *MediaShift*. We offer a place in our community where relevant, targeted messages work.

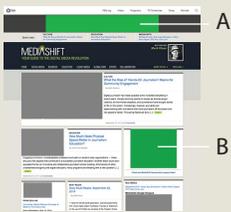
AUDIENCE BREAKDOWN

- 125,000 monthly unique visitors
- 200,000 monthly page views
- 4:42 average time spent per story
- 17,000 email subscribers, open rates at 30%
- 150,000+ fans & followers on social feeds

COMMUNITY MEMBER PROFILE

- 53.2% female / 46.8% male
- 60% make more than \$50,000 per year
- 70% between the ages of 25 and 50
- 85% have college degrees
- 24% work in media companies, half in upper / exec
- 20% are educators and 7% are students

WEBSITE



Site sponsorships include home page, story pages and special pages
A = 728 x 90
B = 300 x 250
Also available:
300x600
970x90

SECTION



Section sponsorships include revamped EducationShift, BookShift, Social Media, Business, Global View and MetricShift. Sponsor text message, logo and up to three links on all stories in section, new and archived.

NEWSLETTERS



Newsletter sponsorship includes our popular email newsletters such as Media Metrics Roundup, E-Books and Self-Pub Roundup, Journalism Education Roundup, and MediaShift Daily
A = 300 x 200
B = Text ads

SOCIAL



Social media sponsorships include messaging on MediaShift Twitter feeds, Facebook and Google+ pages. Sponsored tweets or posts include image, link and text copy.

EVENTS: MediaShift's live events bring people together so they can socialize, learn and deepen connections. Our events include Collab/Space Workshops and Hackathons, as well as networking mixers associated with media conferences. Sponsorship includes the chance to demo products, address the audience and have your logo on all promotional materials.

PODCASTS: MediaShift produces a new audio podcast each Friday morning on one important media and technology topic. The show includes a one-on-one interview with important thought leaders and media people, and is hosted by MediaShift's Mark Glaser. The show also includes the "Metric of the Week" and a roundup of top news items. The podcast can be found on SoundCloud, Stitcher and iTunes. Sponsorships include spoken ads by the host, as well as logo, text and link to the sponsor on the web pages associated with the show.

WEBINARS: We developed a new series of online trainings called DigitalEd, with many journalism and communication schools. These will include one-off one-hour webinars and longer form classes targeted at our audience. Most webinars have entry fees of \$39. We also offer Sponsored Online Panels, where we book guests and share registration contacts with sponsors.

For all MediaShift sponsorship opportunities, please contact Mark Glaser at mark@mediashift.org