



## About ATARC

The ATARC Newsletter has a long history of being an informational authority for the Federal Government IT Community. It's the place where industry professionals go for news, technical information, educational opportunities and services. With banner ad placements throughout the newsletter, your company can gain great exposure in front of a very targeted audience.

Audience Size: 25,000+

Audience Demographics:

Mostly government, members of the Federal IT Ecosystem

Delivery Time: 8:30 AM ET

Tuesday-Friday

Partnership Cost: Varied

Run Time: 26 Editions

## ATARC Daily Newsletter: Explained

ATARC's Daily Newsletters presents the chance for organizations to reach the targeted Federal IT community with information about their upcoming events, new technologies, or general organization awareness. ATARC Daily Newsletters are sent to our community of 25,000+ members every Tuesday-Friday, at 8:30 AM EST.

Target your core audience! The ATARC community is filled with thought-leaders and decision makers within Federal IT. Our daily digital newsletter is designed to provide Federal IT decision makers with the industry news they need to make the best, informed decisions.

### ATARC's Daily Newsletter provides:

- A credible source of information
- Industry-leading open rates
- Relevant custom content (articles, podcasts, etc.)
- Direct connection with niche audiences
- Targeted distribution

The ATARC Daily Newsletter allows companies to share their most time-critical information surrounding the Federal IT ecosystem. Display your organizations prowess surrounding emerging technology topics such as, DevOps, Artificial Intelligence, Digital, Security, and Cloud and Infrastructure.

## Digital Marketing Opportunities

| Ad Type  | Member Price** | Non-member Price** |
|--|----------------|--------------------|
| <b>Leaderboard</b><br>This premier position provides your company with top exposure and quality traffic.   | \$6,200        | \$7,750            |
| <b>Lower Leaderboard</b><br>The lower leaderboard gives your company a prominent position right under the association's masthead.  | \$5,600        | \$7,000            |
| <b>Box Ad</b><br>This large-format position provides your company with good exposure in the body of the newsletter, bringing quality traffic to your website.                | \$3,400        | \$4,250            |
| <b>Top Banner</b><br>Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.                                   | \$5,000        | \$6,250            |
| <b>Horizontal Product Showcase</b><br>Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.      | \$5,000        | \$6,250            |
| <b>Callout Text</b><br>Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description.         | \$2,400        | \$3,000            |
| <b>Vertical Product Showcase</b><br>Showcase your latest product with this placement and include a photo, 5-word headline, 50 word description and link to your site.        | \$3,100        | \$3,875            |
| <b>Social Text Ad</b><br>Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels. | \$1,800        | \$2,250            |
| <b>Sponsored Content</b><br>5 unique headlines, logo with max width of 150 px.   | \$5,600        | \$7,000            |
| <b>Featured Article</b><br>Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.       | \$5,600        | \$7,000            |

\*\* These prices reflect a Partnership lasting for 26 Editions of the ATARC Daily Newsletter.