



Channel Sponsorship

In addition to weekly newsletters compiling Atlanta's international events and showcasing our most recent stories on global business in the city, Global Atlanta focuses on specific country, region and topic channels, with reporting published on one webpage and monthly email newsletters helping our readers drill down to what's most important to them. Each has its own specialized email list.

The Channel Sponsorship allows the sponsor to "own" this area of coverage, not only building the company or organization's brand among hundreds (or thousands, depending on the Channel) of readers, but also positioning it as a supporter and enabler of our journalistic work raising awareness about that particular topic in Atlanta.

\$1,500 package includes:

- Sponsored article announcing your company as the presenting sponsor of our coverage of this channel. Runs as content on our website and will be published in daily/weekly and other relevant newsletters. [Example](#)
- Ad placement in 12 monthly newsletters sent to dedicated email list focused on that particular country. (600x250-pixel banner, logo or downloadable white paper). [Example](#)
- One direct email advertisement to that same list. [Example](#)
- Logo or ad placement the country/region/topic page for one year: GlobalAtlanta.com/region/china.
- Logo or ad placement on sidebar of stories related to to that topic. [See sidebar here](#) ("[China coverage presented by...](#)")

Questions?

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