

CHANNEL SPONSORSHIP



TOPICS



WHAT IS A CHANNEL?

Global Atlanta focuses our coverage on specific country, region, and topic channels helping our readers drill down to what's most important to them. Each channel has its own landing page and monthly newsletter sent to its own specialized email list.

CHANNEL SPONSORSHIP

WHY SPONSOR A CHANNEL?

The Channel Sponsorship allows the sponsor to “own” this area of coverage, not only building the company or organization’s brand among our readers and subscribers, but also positioning it as a supporter and enabler of our journalistic work raising awareness about that particular geographic or industry focus in Atlanta.

AVERAGE CHANNEL PERFORMANCE



700
SUBSCRIBERS



37%
OPEN RATES



3.5%
CTR



24
STORIES ENABLED

CHANNEL SPONSORSHIP INCLUDES:

1. Channel Sponsorship Announcement Article
2. Ad Placement in 12 monthly newsletters
3. One Targeted GlobalFlash
4. Logo on Channel Landing Page
5. Logo on Tagged Stories
6. One Global Atlanta Passport


THE TECH CHANNEL, SPONSORED BY AIS

1.

CHANNEL ANNOUNCEMENT ARTICLE

SPONSORED CONTENT

Atlanta International School Backs Tech Coverage, Focuses on Innovation to Solve Global Challenges



An AIS student works on a STEAM internship during the summer of 2022. Photo: AIS


PRODUCED BY: ATLANTA INTERNATIONAL SCHOOL
MARCH 22, 2023


Editor's note: This is a sponsored post announcing Atlanta International School's backing of Global Atlanta's Technology coverage. Subscribe to our monthly Technology Channel and other newsletters [here](#).

2.

AD IN CHANNEL NEWSLETTERS

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Technology Channel Sponsored By:


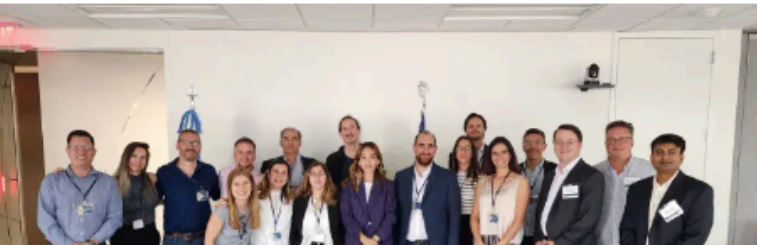


TECHNOLOGY

/// This Month's Technology News

Argentine Continues to Build Software Brand in Atlanta's Tech Ecosystem


May 24, 2024 06:04 pm



3.


TARGETED GLOBALFLASH

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GLOBALFLASH


ATL SOLUTIONS SUMMIT




KATHLEEN WILLIAMS
CHARITYVEST




TRIP BARNES
TICKETS FOR GOOD



JESS STAROBINETS
BRIGHTWELL



TITANIA JORDAN
BARK TECHNOLOGIES

presented by:



LOCAL INNOVATORS TACKLING GLOBAL CHALLENGES


THURS, NOV 9 | 8:00 AM | CARE USA HQ

4.

CHANNEL LANDING PAGE

Technology

Technology Channel Presented by:




Commerce Department Recognizes Software Firm for Breaking Into Middle East and Beyond

BY TREVOR WILLIAMS JUNE 4, 2024

An Alpharetta software firm was honored by the U.S.


Upcoming Technology Events

JUN 14	June 14 at 2:30 pm - June 16 at 5:00 pm
	Dharma in the Digital Age
JUN 18	12:00 pm - 7:00 pm
	Porsche Consulting: Mobility Summit

5.

TAGGED STORIES

"The Atlanta FinTech ecosystem is super mature and strong on what I call the "first generation" FinTechs. FinTechs that were born to enable the banks to be more efficient on their businesses. When it comes to the Business-to-Business SaaS (software as a service) approach, I think Atlanta is second to none. When it comes to customer-facing FinTechs, the overall ecosystem is not fully comfortable with it yet....but I think that might be the next opportunities for our FinTech ecosystem to evolve. We are proud to be here."



Atlanta International School is the presenting sponsor of Global Atlanta's Technology Channel. [Subscribe here](#) for monthly Tech newsletters.

updated June 2024