

CHANNEL SPONSORSHIP



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.

TOPICS

-  CULTURE
-  DIPLOMACY
-  ECONOMIC DEVELOPMENT
-  EDUCATION
-  LAW
-  TECHNOLOGY
-  TRADE

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

CHANNEL ANNOUNCEMENT ARTICLE

1.

SPONSORED CONTENT

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

PRODUCED BY: ATLANTA INTERNATIONAL SCHOOL
MARCH 22, 2023



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

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:



Global Atlanta 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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Global Atlanta GLOBALFLASH

ATL SOLUTIONS SUMMIT



KATHLEEN WILLIAMS
CHARITYVEST
TRIP BARNES
TICKETS FOR GOOD
JESS STAROBINET
BRIGHTWELL
TITANIA JORDAN
BARK TECHNOLOGIES

presented by:
ATLANTA INTERNATIONAL SCHOOL

LOCAL INNOVATORS TACKLING GLOBAL CHALLENGES

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

ATL Solutions Summit: Local Innovators Tackling Global Challenges

Atlanta has become a hotbed for technology, a vibrant ecosystem benefiting from a cycle of growth, exit and reinvestment and amplified by a shining international reputation.

CHANNEL LANDING PAGE

4.

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

TAGGED STORIES

5.

"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.