

Sponsorship Opportunities

Connecting your company to an **internationally focused** audience in Atlanta, Georgia, and the South.

	Diplomatic	Ministerial	Ambassadorial	Presidential	Presidential +
HomePage Name Visibility	List of Sponsors	Featured sponsor logo (left bottom)	Featured sponsor logo (left middle)	Featured sponsor logo (left middle)	Featured sponsor logo (left top)
Newsletter Ads	10 Banner Ads	20 Banner Ads	35 Banners Ads	50 Banner Ads	50 Banner Ads
Event Package (Global Flash + Event Promotion)	-	-	1	3	5
Website Ads	12 months	12 months	12 months	12 months	12 months
Story Page Ads	Random placement	Random placement	Target story types	Target story types	Target story types
Website Section Focus	-	Choice of Continent	Choice of Continent or Section	Choice of Continent or Section	Choice of Continent or Section
Video Ads	-	-	Available	Available	Available
Marketplace Profile	Detailed	Detailed	Detailed with video	Detailed with video	Detailed with video
Global Roundtable	-	-	1	3	3
News Reference	Yes	Yes	Yes	Yes	Yes
Exclusivity	-	-	-	-	Available on website
Annual Investment	\$5,000	\$10,000	\$20,000	\$30,000	\$45,000

Logo Placement	Company names and logos are placed on the right side of every web page on the site in decreasing order of sponsorship level; they can be linked to the company's home page, landing page (for tracking purposes), or to the corporate profile page on GlobalAtlanta once it is completed
Newsletter Ads	The GlobalAtlanta newsletter goes out 50 weeks a year and contains 2-3 ads per issue; the primary advertiser presents that issue; the additional ads will appear below the presenting sponsor; all ads are linked as requested by the advertiser
GlobalFlash Ads	These ads are emailed to our entire subscriber database, typically to promote an event
Website Ads	There are currently web ads throughout GlobalAtlanta.com; depending on the marketing package, the ads 1) appear on the home page and throughout the entire site, 2) on the entire site, but not on the home page or 3) focused in a specific area of the site
Continent/Section Page	This feature allows a company to be the primary advertiser in a specific editorial area of GlobalAtlanta.com, e.g. a "continent page"; these are available on a first come, first serve basis
Video Ads	These short videos (10-15 seconds) will run prior to video content on GlobalAtlanta and can be produced for an additional fee
Marketplace Profile	GlobalAtlanta will work with the company to develop this page that will be part of GlobalAtlanta.com; this will include links to calendar events and previous stories, as well as an editorial summary of the company
Global Roundtables	GlobalAtlanta will have a series of roundtable discussions in its office and other locations, on topics related to the sponsor. The company will receive editorial coverage on GlobalAtlanta.com
Exclusivity	This applies to the Presidential + level only; it allows a company to prevent any of its competitors from advertising on GlobalAtlanta.