

VCI

VENTURE CAPITAL INVESTOR

2024 Media Kit



WHY ADVERTISE

Here are four simple reasons:

- **We are Trusted**
Venture Capital Investor is the sister publication of *Private Equity Professional* which has been serving the private equity industry since 2007.
- **We are Targeted**
Our readership of more than **11,000** venture capital professionals are your customers or, more importantly, your future customers.
- **We are Diligent**
Twice weekly and every month, *Venture Capital Investor* provides articles and reports on new funds, seed and Series A through C investments, public and private exits, and the latest news on the movers and shakers in venture capital.
- **We are Diversified**
We have a suite of five media products to reach our readers: *Venture Capital Investor* website; *The Spark* newsletter; *The Week in Review* newsletter, *VCI Webinars*, and our annual *Venture Capital Compensation Survey*.

MEDIA PRODUCTS

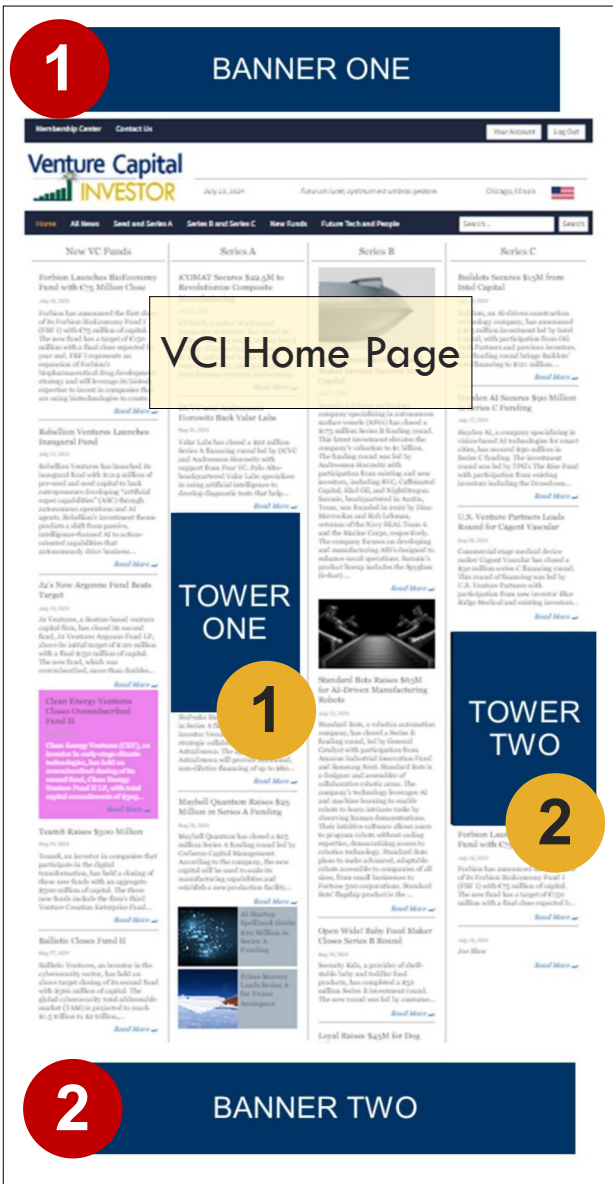
We go to market with five media products:

- **Venture Capital Investor's website** is updated twice weekly and is read by senior members of venture capital firms.
- **The Spark** is a digital newsletter that reports on recent top venture capital news and transaction stories. **The Spark** is sent 8x each month to more than 11,000 venture capital professionals.
- **The Week in Review** is a digital newsletter that reports on VCI's most read articles of the past week. It is sent 4x each month on Sunday morning to more than 11,000 venture capital professionals.
- **VCI Webinars** are a series of 75-minute online events hosted and supported by **Venture Capital Investor**. Our webinar content is developed to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar. [Coming in 2025]
- **The Venture Capital Compensation Survey** is a leading source of information on compensation amounts and trends in the venture capital industry. [Coming in 2025]

WEBSITE TAKEOVER

1

BANNER ONE



VCI Home Page

TOWER ONE

1

TOWER TWO

2

2

BANNER TWO

Venture Capital Investor

Website Takeover is Sold to a Single Advertiser
Monthly Net Advertising Rates
Effective August 1, 2024

Ad Position	CPM	Monthly Views (000's)	Monthly Net Ad Cost
VCI Impact Spread	\$83	60	\$5,000
Banners ONE and TWO			Included
Towers ONE, TWO and THREE			Included

1

BANNER ONE



VCI Inner Page

TOWER THREE

3

2

BANNER TWO

3



The Spark is VCI's digital morning newsletter that reports on the top venture capital news and transaction stories of the day. **The Spark** is sent out 8x each month to more than 11,000 venture capital professionals.

For an example of **The Spark** newsletter and a visual on the locations of its banners and towers click [HERE](#).

The Spark Digital Newsletter Monthly Net Advertising Rates Effective August 1, 2024			
Ad Position	Est. CPM	Est. Monthly Views (000's)	Monthly Net Ad Cost
Top Banner	\$167	30	\$5,000
Letter Banner	\$150	30	\$4,500
Signature Banner	\$133	30	\$4,000
Today's Article Banner	\$117	30	\$3,500
Popular Article Native Ad	\$117	30	\$3,500
Popular Article Banner	\$100	30	\$3,000
Today's Great Quote Tower	\$100	30	\$3,000

The Week in Review

The Week in Review is VCI's digital Sunday morning newsletter that reports on the top venture capital news and transaction stories of the week and is sent out 4x each month to more than 11,000 venture capital professionals.

For an example of **The Week in Review** newsletter and a visual on the locations of its banners and boxes click [HERE](#).

The Week in Review <i>The Week in Review is Sold to One Advertiser</i> Digital Newsletter Monthly Net Advertising Rates Effective August 1, 2024			
Ad Position	Est. CPM	Est. Monthly Views (000's)	Monthly Net Ad Cost
Impact Advertising Spread	\$357	14	\$5,000
Top Banner			Included
Box One			Included
Box Two			Included
Base Banner			Included



Webinar Details and Pricing

Turnkey Services: Our 2025 series of webinars are hosted and supported by **Venture Capital Investor**.

Speakerships: Sponsors are provided with one of four speaker slots per webinar.

Effective Content: Webinar content is developed by **Venture Capital Investor** to establish thought leadership identity for the sponsor, to generate qualified sales leads, and to maximize the educational value of the webinar. VCI webinars run for 60 minutes with an additional 15 minutes available for questions and answers.

Targeted Marketing: We actively market your webinar to our database of more than **11,000** venture capital professionals to generate high webinar attendance. Sponsor's branding is incorporated into all marketing materials.

Qualified Data: To register for a webinar, attendees must provide complete contact information. This list is populated by targeted leads who are qualified and interested in your products and services. All attendee data is provided to the sponsor and can be used as a marketing and sales generation tool after the webinar.

Pricing: Please contact **John McNulty**, the publisher of **Venture Capital Investor**, for detailed pricing information.

AD DIMENSIONS

VCI Website Takeover Ad Dimensions		
Ad Position	Width	Height
Top Banner	1100px	110px
Tower One	400px	600px
Tower Two	350px	525px
Tower Three	400px	600px
Lower Banner	1100px	110px

The Week in Review Ad Dimensions		
Ad Position	Width	Height
Top Banner	600px	250px
Box One	500px	425px
Box Two	500px	425px
Base Banner	600px	250px

The Spark Ad Dimensions		
Ad Position	Width	Height
Top Banner	600px	250px
Letter Banner	550px	250px
Signature Banner	600px	250px
Today's Article Banner	500px	425px
Popular Article Native Ad Logo	260px	130px
Popular Article Native Ad Text	500 character limit	
Popular Article Banner	600px	250px
Today's Great Quote Tower	225px	375px

Contact VCI

If you wish to advertise in *Venture Capital Investor* or in any of our digital newsletters – *The Spark* and *The Week in Review* – or sponsor a *VCI Webinar* please contact:

John McNulty

Publisher

Venture Capital Investor

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The
SPARK

**The
Week in
Review**

