

clay & milk

2022 Sponsorship Packet

ABOUT CLAY & MILK

Clay & Milk is proud of our role in telling the story of Iowa's technology, startup and entrepreneurial communities. The goal of our publication is altruistic: we want to see this community grow.

We believe that daily news coverage about the people, companies and events in our community is crucial to that goal. In 2015, publications began leaving the market and scaling back their coverage of Iowa entrepreneurs. So in late 2016 we decided it was on us – members of the community – to step up and fill the void. Clay & Milk began publishing in January 2017 and has been the publication of record for Iowa's startup community ever since.

READERSHIP

Site Reach [www.clayandmilk.com]

Average monthly page views: 8,000+

Average monthly stories published: 24

Average time on page: 2 minutes 10 sec.

Email Newsletter

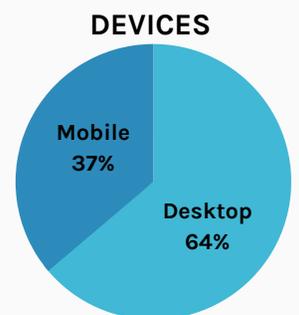
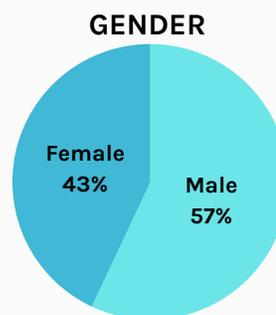
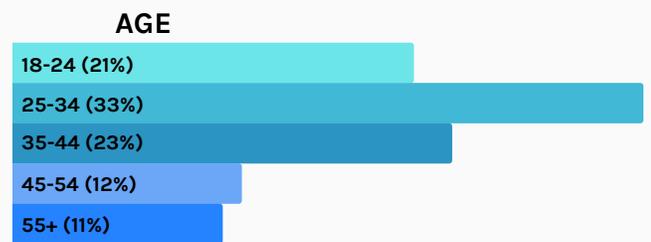
Clay & Milk sends a daily email newsletter to subscribers Monday-Friday.

Subscribers: 1,200+

Average open rate: 40% (2x national average)

Average click-through rate: 25%

READER DEMOGRAPHICS



Without your support and the support of other organizations that care about entrepreneurs in Iowa, we would not be able to provide this service. Thank you in advance for your help.

clay & milk

editor@clayandmilk.com

NEWSLETTER SPONSORSHIP

Sponsor the Clay & Milk Newsletter

Once per week (3 opportunities currently available)

Annual support: \$5,000

Clay & Milk sends a daily email newsletter to our subscribers. The newsletter includes all of the content we've published from the past twenty-four hours, information on entrepreneurial or technology jobs currently available in Iowa, upcoming events, and other announcements from the community.

We'll have a rotating group of sponsors (up to 10) who are featured in the newsletter (two sponsors on Mondays, two different sponsors on Tuesdays, Wednesdays, etc.)

The sponsor placement will be a banner ad at a pre-approved size or a logo/text placement.

PRINT MAGAZINE ADVERTISING

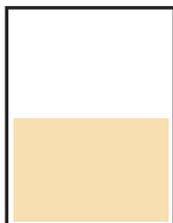
PAGE TYPE	COST
Inside Covers (Full Page)	\$1,500
Center Spread	\$1,500
Full Page	\$1,000
1/2 Page Horizontal	\$700
1/2 Page Vertical	\$700
1/4 Page	\$450
1/8 Page	\$250



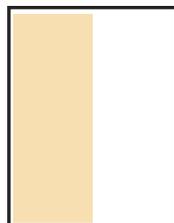
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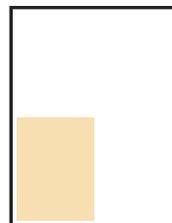
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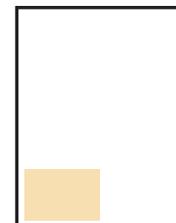
1/2 horizontal
7.5" x 4.75"



1/2 vertical
3.5" x 10"



1/4 page
2.125" x 3.5"



1/8 page
3.5" x 2.125"

STARTUP IOWA AWARDS SPONSORSHIPS

Sponsor the 2022 Startup Iowa Awards

Each year, Clay & Milk will host the Startup Iowa Awards, a celebration and recognition of the organizations and people keeping the Iowa startup ecosystem thriving.

Clay & Milk created the awards program in 2020 to recognize entrepreneurial achievements and innovation statewide, and ultimately to stimulate future startup growth and entrepreneurship.

2022 Startup Iowa Awards Presenting Sponsor

Annual support: \$5,000 (1 available)

- Company name included in title of Startup Iowa Awards [Startup Iowa Awards presented by company name]
- Listed as Presenting Sponsor on all marketing for awards (website, social media, newsletter, etc.)

Individual Awards Sponsorships

Support: \$500 each (7 available)

- Company name included in title of sponsored award category [Entrepreneur of the Year presented by company name]
- Listed as Award Sponsor on all marketing for awards (website, social media, newsletter etc.)

SERIES SPONSORSHIPS

Investing in Iowa

4 posts each year

Annual support: \$2,500

Clay & Milk will publish a quarterly review of all known investments into early stage companies in Iowa. Over time, we'll start to add analysis to these posts, comparing past time periods and noting trends as they appear.

As the sponsor of the "Investing in Iowa series", your company will be recognized in each post with a company logo, link, and a tagline or message. That message can be changed over time to promote upcoming events or programs from the firm.

Q&A Series

12 posts each year

Annual support: \$5,000

Each month, Clay & Milk will publish a Q&A post as part of a series designed to highlight innovative and unique individuals throughout the state of Iowa.

The series will showcase those who are doing cool and interesting things within the state's startup and entrepreneurial communities.

As the sponsor of the "Clay & Milk Q&A Series", your company will be recognized in each post with a company logo, link, and a tagline or message. That message can be updated each post to promote upcoming events or programs from the firm.

JOB BOARD SPONSORSHIP

Sponsor the Clay & Milk Job Board

Clay & Milk Job Board Sponsor

Annual support: \$5,000

Hiring in Iowa is hard. For that reason, we've created the Clay & Milk Job Board to help connect our community with innovation-led companies hiring in Iowa.

Great early-stage companies are building here and daily, established companies are bringing jobs to the state all the time. We want to help both be successful in their recruiting efforts.

By sponsoring the Clay & Milk Job Board for one year, your company will have its name included as the "Clay & Milk Job Board Sponsor" on our job listings page. Your company name will also be listed as a sponsor in all job listings included in our daily newsletter.

Paid/Featured Job Listings

\$100 per post, per month

Clay & Milk's Job Board is the second-most popular page on Startland News' website, featuring a variety of positions from Iowa companies.

By paying for a featured job post, your job listing will remain at the top of the job board and will be included on our daily newsletter 5 times during the 30 days its up.

****Free posting options are available***

TECH CRAWL SPONSORSHIP

Sponsor the Clay & Milk Tech Crawl

Clay & Milk will host Tech Crawls in Iowa each year. The Tech Crawl is a one-night tour of different Iowa communities. This is a great opportunity to go behind the scenes and tour some of the coolest tech spaces around, pub-crawl style.

The inaugural DSM Tech Crawl took place in April 2019 and the event was a huge success. A sold-out crowd of 200 joined the crawl, touring some of the coolest tech spaces in Downtown Des Moines. There are multiple levels at which your company can sponsor each Tech Crawl:

Title Sponsor (1 available per Tech Crawl)

\$5,000

- Name included in Tech Crawl title [*Tech Crawl presented by company name*]
- Listed on all marketing for event (posters, website, social media, etc.)
- 15 free tickets to the Tech Crawl

Event Sponsor

\$2,000

- Listed on all marketing for event (posters, website, social media, etc.)
- 5 free tickets to the Tech Crawl

OTHER FORMS OF SUPPORT

Custom Sponsorship

We will work with you and your organization to create a customized sponsorship package that fits your current marketing goals and objectives.

This could be a series of posts that focus on a specific industry (agtech, insurance, etc.)

Sponsorship costs may vary. Reach out to us directly about how we can create a custom sponsorship that works for you.

Become a Patron

Individuals can support our publication by becoming a Clay & Milk Patron.

Patreon allows readers to donate whatever they want each month and the donation is recurring each month after that. Donations of any amount are hugely helpful to our cause.

Donations of \$5/month or more and Clay & Milk Patrons will begin to receive awards including t-shirts, stickers and being listed on our site as a supporter.