LAVNCH [CODE]

Media Kit

LAVNCH
CODE

[A talent of THE rAVe Agency]

ABOUT LAVNCH [CODE]

LAVNCH [CODE] is the industry's only publication connecting tech enthusiasts with #AVTweeps via expert insights and updates on emerging technologies like extended reality, virtual production, artificial intelligence, immersive experiences, and more.

LAVNCH [CODE] is where ProAV and tech innovators converge to fuel industry advancements and implement cutting-edge technologies into their designs—both current and future. Get your message, brand, and products in front of tech evangelists, moving the industry forward.

HOW WE REACH OUR AUDIENCE:

Online via LAVNCHCODE.com

Email via newsletters

LAVNCH [CODE]'s social media following
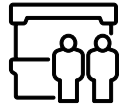
Articles	Opinion Columns	White Papers
Blogs	Videocasts	Event Coverage

LAVNCH [CODE] AUDIENCE

The LAVNCH [CODE] audience is tech-savvy and future-focused. These professionals are looking at the next generation of AV and emerging technology solutions to implement into current designs and projects. With roots in the ProAV, broadcast, and immersive advertising worlds, the LAVNCH [CODE] audience expects news, updates, and expert opinions on the latest tech advancements.

TECH EVANGELISTS | EARLY ADOPTERS | INNOVATORS

OUR READERS

Virtual Production Specialist

Tech Leader

Creative Director

XR Researcher

User Experience Designer

CEO

AI Strategist

AR/VR Content Developer

Principal Creative

3D Artist

Head of Multimedia

Head of Virtual Reality

Creative Technologist

Technical Producer

WEB AND EMAIL OPPORTUNITIES

BANNER ADS: LAVNCHCODE.com is the resource for future-forward technologists to discover new and emerging technologies that can be used in AV integrations, installs and creative projects.

Promote your brand, new products, services or technology, and increase visibility for your brand with banner ads. All LAVNCH [CODE] banner ads are IAB standard.

LOCATION	FORMAT SIZE (PX)	PRICE (PER MONTH)	MAX # OF ADS
Leaderboard	728 x 90	$1,000	4
Top Medium Rectangle	300 x 250	$600	4
Wide Skyscraper	300 x 600	$1,000	4

Custom Eblast Opportunities — $4,500
Leverage the LAVNCH [CODE] audience and promote your brand, new products, service or technology with a custom HTML email delivered to our readers' inboxes.

LAVNCH [CODE] Newsletter
Reach future-forward technologists and decision makers directly in their inboxes by sponsoring the LAVNCH [CODE] newsletter.

Sponsors will receive an integrated 300 x 250 ad and one custom HTML email blast per month to the LAVNCH [CODE] subscriber list.

$2,500/month

BRAND AWARENESS | PRODUCT ANNOUNCEMENTS | EVENT PROMOTIONS | NEW TECHNOLOGY

LAVNCH BLAST

Advertise your new products to 26,000+ members of the LAVNCH Member Community and ProAV audiences.

Designed for AV integrators, installers, designers, consultants and other previous LAVNCH event attendees, LAVNCH BLAST features new product releases, announcements, industry events, editorial coverage and more.

LAVNCH BLAST sponsorship includes:
- **One 300 x 250 px ad**
- **Ad description**
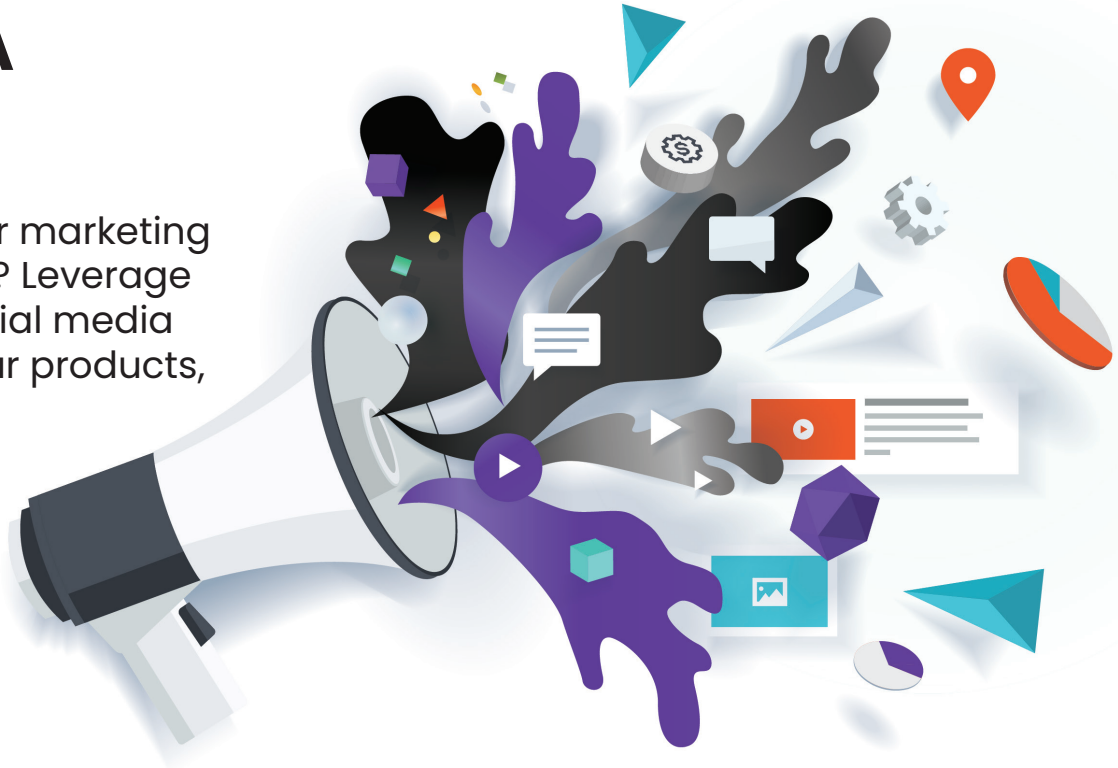- **Call-to-action and redirect link**

LAVNCH BLASTS are sent at least once a month, with additional opportunities centered around major industry events like CEDIA Expo, Commercial Integrator Expo, DSE, LDI, InfoComm, ISE, NAB and more.

$1,000/month

SOCIAL MEDIA ADVERTISING

Looking to build a better marketing strategy for your brand? Leverage the LAVNCH [CODE] social media audience to market your products, services or technology.

EARLY ADOPTER	INNOVATOR	EVANGELIST
IDEAL FOR: Webinar promotion, hiring announcements, company news, product updates	**IDEAL FOR:** Webinar promotion, company news, product updates, product awareness	**IDEAL FOR:** Product launches, brand awareness, case study and white paper promotion, larger or in-person event promotion
INCLUDES: Needs-analysis call 5 Tweets 2 LinkedIn posts Performance report	**INCLUDES:** Needs-analysis call 10 Tweets 6 LinkedIn posts 2 posts on Megan A. Dutta's LinkedIn page Performance report Paid social media campaign	**INCLUDES:** Needs-analysis call 15 Tweets 10 LinkedIn posts 2 posts on Megan A. Dutta's LinkedIn page Performance report Paid social media campaign
IDEAL CAMPAIGN LENGTH: One month	**IDEAL CAMPAIGN LENGTH:** Two months	**IDEAL CAMPAIGN LENGTH:** Three months
$1,000	**$3,500**	**$5,500**

Interested in more options or a larger campaign? Let us build a custom social media marketing package for you.
Contact: Partnerships@theraveagency.com

PROMOTED CONTENT

Highlight your brand, product, service or technology on the LAVNCH [CODE] website. All promoted posts are featured at the top of the homepage for one week. Sponsored content is marked as promoted, highlighted to drive traffic and shared on the LAVNCH [CODE] social channels.

BLOGS | VIDEOCASTS | WHITE PAPERS | VIDEOS | CASE STUDIES | PRODUCT NEWS

Articles
Articles, stories or blogs posted on the LAVNCH [CODE] website and shared on social media.
Written by LAVNCH [CODE]: $2,500 | Written by sponsor: $1,200

Videocasts
Video interviews posted on the LAVNCH [CODE] website and shared on social media.
DeCoded videocast with Megan A. Dutta: $2,000

Videos
Videos posted on the LAVNCH [CODE] website and shared on social media.
Product demo (recorded by LAVNCH [CODE] at a trade show): $1,000 | Sponsor-produced video: $1,000

LEAD-GENERATION OPPORTUNITIES

White Paper and Case Study Promotion — starting at $2,000

Promote your thought leadership content pieces and reach a tech-forward audience. Content will be gated behind a custom lead-generation form for increased ROI.

CASE STUDIES AND WHITE PAPERS WILL BE:

Published on the LAVNCH [CODE] website

Featured in the LAVNCH [CODE] newsletter

Promoted on the LAVNCH [CODE] social channels with 2 tweets and 2 LinkedIn posts

**Optional add-on:**

Custom HTML to LAVNCH database — $4,500

#avIRL

Starting at $12,500

Have a project that would be great as a LIVE case study to the LAVNCH [CODE] audience? Host an #avIRL session to demo your recent project to a targeted audience of potential buyers, where they can ask questions and have conversations directly with you and the designers and installers.

Deliverables include:

- 30-minute live virtual case study (a real-time panel discussion moderated by Megan A. Dutta)
- Qualified registered attendee list
- Live audience polling (4-6 questions) and Q&A
- Dedicated landing page with video content, photos and downloadable assets
- 1:1 and group networking with attendees
- Custom dynamic banner ad displayed during session
- Email and social media promotion

#avIRL

Bringing you AV case studies in REAL LIFE
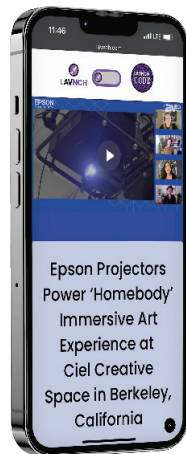
LAVNCH & LEARNS

It's like a webinar, only way, way better!
Present content to your audience in a way that incorporates engaging features and interactive content without limiting your ability for branding.

Customize your event page and upload additional content so users can join in for an engaging digital event! And with our turnkey event service, we will build the page, populate the content, manage registration, promote the event via social media and HTML emails and produce the event.

All LAVNCH & LEARN events include attendee tracking features so you know exactly what parts of your event attendees found engaging.

Deliverables include:

- 1-hour session discussing a topic of your choosing with host Megan A. Dutta
- Qualified registered attendee list
- Live audience polling (4-6 questions) and Q&A
- Dedicated landing page with video content, photos and downloadable assets
- 1:1 and group networking with attendees
- Custom dynamic banner ad
- Email and social media promotion

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