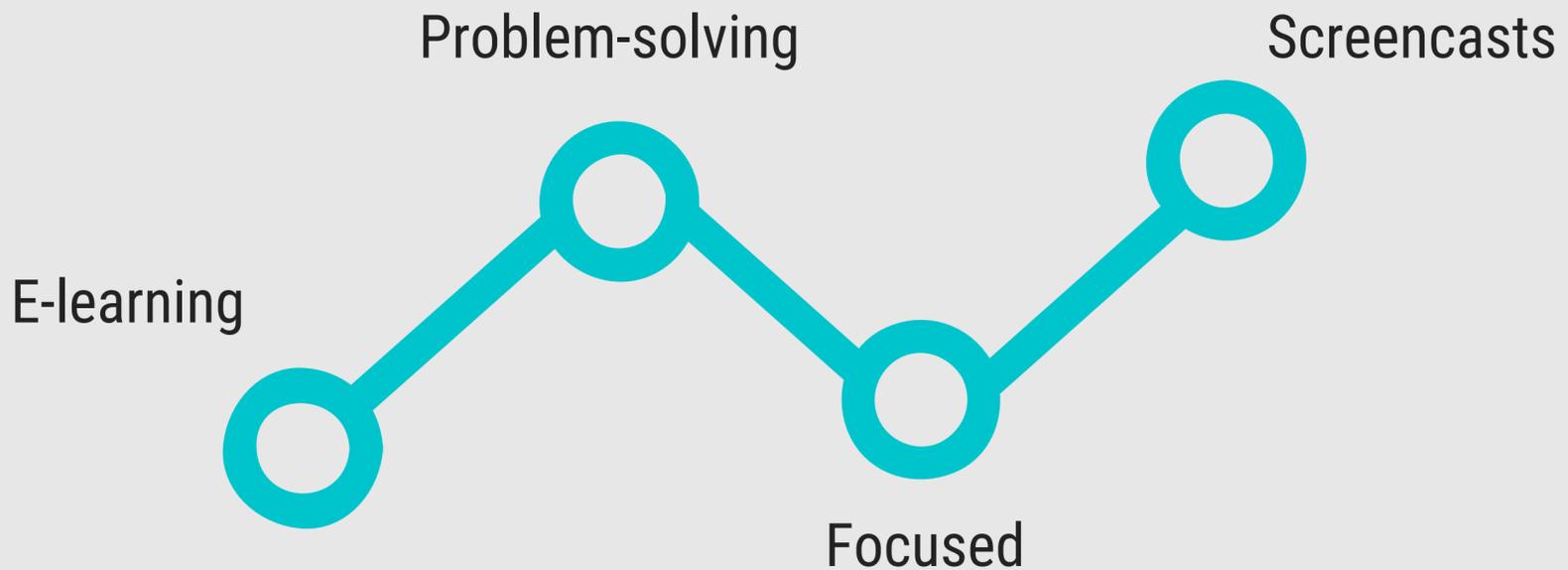




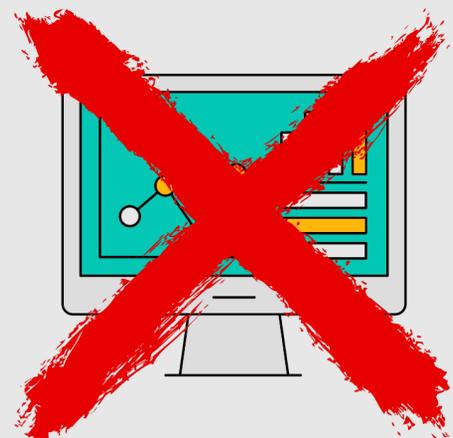
# WHAT IS TECH SNIPS?



TechSnips is an IT career development platform for IT professionals, system administrators and DevOps engineers focusing on providing high-quality, laser-focused, how-to technical screencasts called snips delivered by industry professionals.

All snips are designed to teach a viewer how to solve their immediate problem and move on with their day. Snips are not considered training. A snip is focused on problem-solving, not on teaching; there are courses for that.

TechSnips is anti-PowerPoint and only hosts snips that are technical demos from industry experts that have "been there, done that" across dozens of categories.





# THE TYPICAL TECHSNIPS VIEWER



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TechSnips' viewers are covering dozens of job titles and all ranges of experience.

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System Administrator

Database Administrator

System Engineer

DevOps Engineer

IT Consultant

Email Administrator

Cloud Engineer

Systems Architect

Automation Engineer

Computer Support Specialist

Helpdesk Technician



## MORE EFFECTIVE MESSAGING

Sponsorship on TechSnips is different from traditional banner and sidebar ads that never get seen anyway. By sponsoring with us, your message will be seamlessly integrated into each video you sponsor (as shown on the next page).

When a viewer searches for and clicks on a video, your message will be displayed.

- **Highly-targeted.** You can pinpoint exactly the kind of audience you're looking to get in front of down to the snip.
- **Captive audience.** By placing your message directly in the content, it has a significantly higher chance of being digested.
- **Ad-blockers are no threat.** Because each message is embedded in the video itself, ad-blockers have no effect.
- **Seamless integration.** By embedding your message directly into the content, it integrates naturally with the content itself.



## SPONSOR MESSAGE PLACEMENT

Your message will appear on every sponsored snip's introduction slide as shown below.

All snips have this introduction slide that is displayed at the beginning of every snip for approximately 8-10 seconds.

### Securing Data with DatAdvantage

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Sponsored By:



Monitor file activity and user behavior, prevent data breaches,  
and make permissions management and auditing a breeze.

<https://www.varonis.com/products/datadvantage/>

Josh King  
@WindosNZ  
king.geek.nz



Example sponsored snip



## VIDEO PROMOTION

Videos you see on techsnips.io are hosted publicly on YouTube. This means that not only will your videos be shown to visitors of techsnips.io but all of YouTube as well!

To make things better, our founder, Adam Bertram has a blog ([adamtheautomator.com/blog](http://adamtheautomator.com/blog)) that attracts the same demographic as nearly all TechSnips videos. His blog currently receives 30,000+ visitors every month and every sponsored video is guaranteed to get a short write-up post with a clear call to action (CTA) on this blog along with the video.



Adam the Automator Blog Traffic (2018)

To round off the promotion, all sponsored videos published on our platform are sent out as tweets on Twitter under the @techsnips\_io account and retweeted by Adam's 5,500+ follower Twitter account.



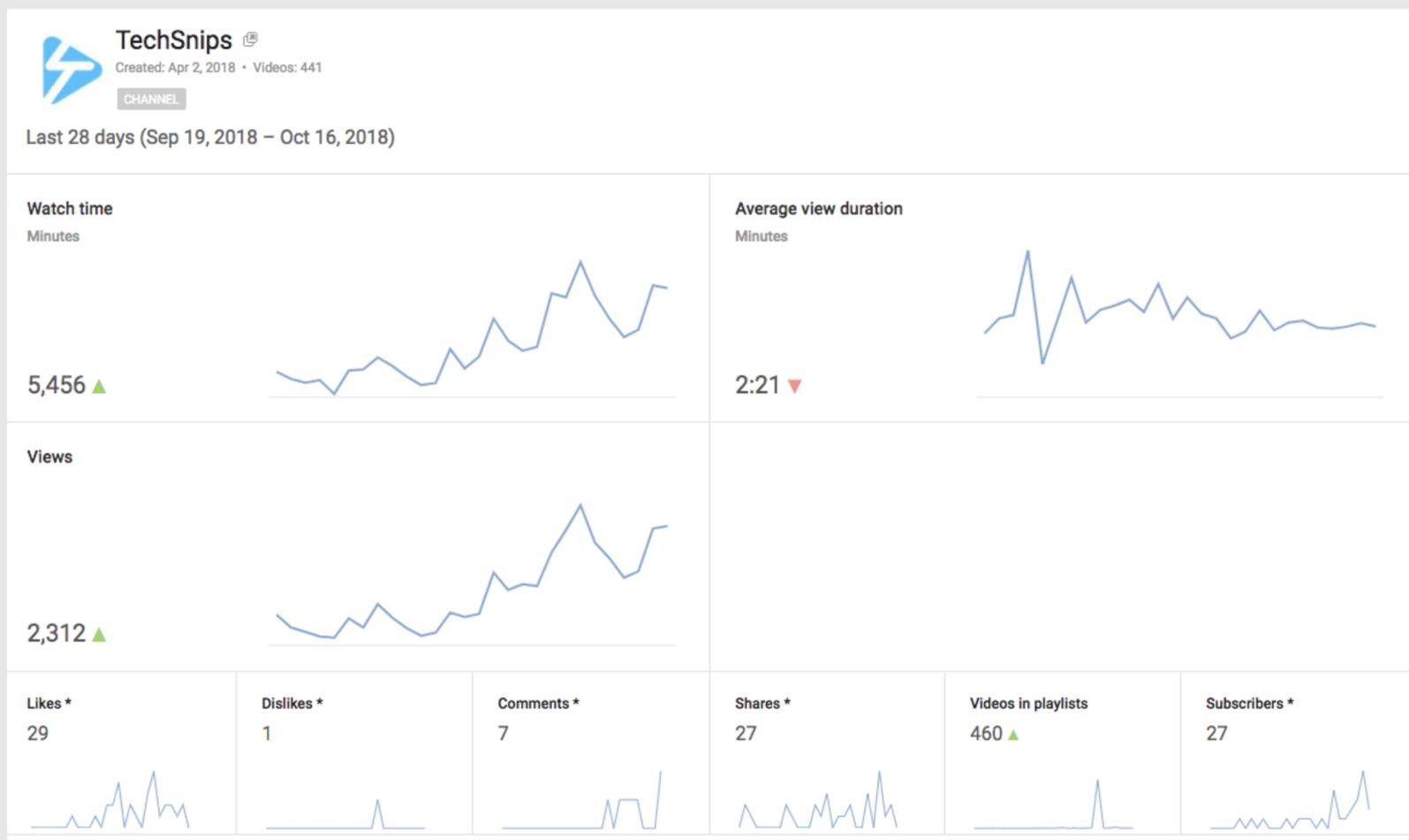
Example Twitter promotion



# ANALYTICS

As a sponsor, you will be sent monthly statistics on the performance of your sponsored videos. This allows you to gauge how many people are viewing your sponsored videos and how long they are watching them for.

You are welcome to change up your sponsored videos every month based on performance.



*Example analytics*