

# LAVNCH [CODE]

MEDIA KIT | 2025



**Bringing You Tomorrow's Tech Today**

# 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, and help move the industry forward.

## HOW WE REACH OUR AUDIENCE:

LAVNCHCODE.com

Monthly newsletters

LAVNCH [CODE]'s LinkedIn, X (formerly Twitter) and Instagram 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

User Experience Designer

Creative Director

XR Researcher

3D Artist

CEO

AI Strategist

Principal Creative

AR/VR Content Developer

Head of Multimedia

Head of Virtual Reality

Creative Technologist

Tech Leader

Technical Producer

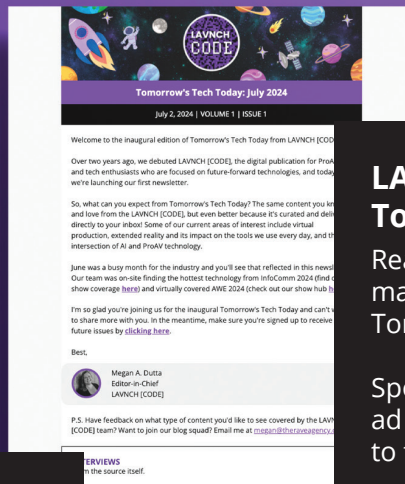
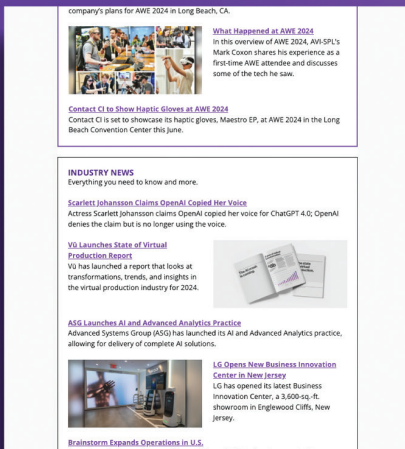
# WEB AND EMAIL OPPORTUNITIES

**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	1456 x 180	\$1,000	4
Top Medium Rectangle	300 x 250	\$600	4
Wide Skyscraper	300 x 600	\$1,000	4

**BRAND AWARENESS | PRODUCT ANNOUNCEMENTS | EVENT PROMOTIONS | NEW TECHNOLOGY**



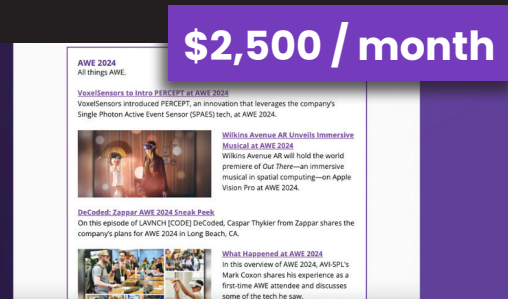
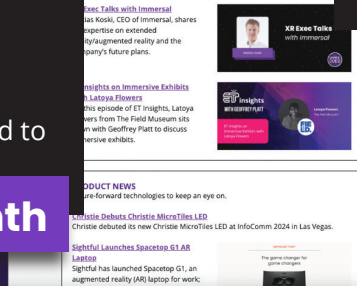
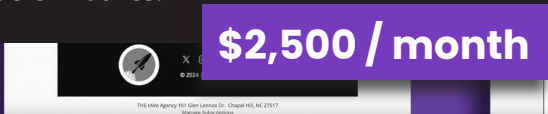
## LAVNCH [CODE] Newsletter — Tomorrow's Tech Today

Reach future-forward technologists and decision-makers directly in their inboxes by sponsoring Tomorrow's Tech Today.

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

## CUSTOM EBLAST OPPORTUNITIES

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



# SOCIAL MEDIA ADVERTISING

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



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

Interested in more options or a larger campaign? Let us build a custom social media marketing package for you. Contact: [Partnerships@theraveagency.com](mailto: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 and highlighted to drive traffic and shared on the LAVNCH [CODE] social channels.

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

## **Articles — Starting at \$1,200**

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 — Starting at \$2,000**

Video interviews posted on the LAVNCH [CODE] website and shared on social media.

*DeCoded videocast with Megan A. Dutta: \$2,000*

## **Videos — Starting at \$1,000**

Your 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, 2 Instagram posts and 2 LinkedIn posts

### Optional add-on:

Custom HTML to the LAVNCH database — \$2,500

# #avIRL

Starting at \$12,500

Have a project that would be great as a LIVE case study to show 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:

- One-hour live panel discussion moderated by Megan A. Dutta
- Audience Q&A and polling (4-6 questions)
- Dedicated landing page with video content, photos and downloadable assets
- One-on-one and group networking with attendees
- Custom session banner designed by rAVE
- Promotion to the LAVNCH community
- Registered attendee lead data



**Starting at \$10,000**

# 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:**

- Live event moderated by Megan A. Dutta
- Customizable live audience engagement features
- Dedicated landing page with video content, photos and downloadable assets
- One-on-one and group networking with attendees
- Registered attendee lead data
- Email and social media promotion



**Published July 2024**

For more information, connect with our sales team:



**Kirsten Sharpe**

Global Accounts Director  
kirsten@theraveagency.com  
Mobile: +1.704.682.7911



**Josh Gangway**

Accounts Manager  
josh@theraveagency.com  
Mobile: +1.919.270.9726