



**DevOps'ish**



# DevOps'ish

Sponsor Prospectus





*Gonza Tacos y Tequila on Hillsborough St. in Raleigh, NC*

## THE WEB IS A GALAXY FULL OF STARS

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How do you stand out in a galaxy full of stars? What is going to differentiate your product from the competition? product-market fit, brand recognition, and engagement. No one but you can create product-market fit. But, [DevOps'ish](#) can deliver brand recognition and engagement. Every week DevOps'ish is sent to discerning developers, DevOps professionals, SREs, venture capitalists, C-suite executives, and readers across the globe.

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## WHAT INDUSTRY LEADERS ARE SAYING ABOUT DEVOPS ISH

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Even on vacation, I sneak in a couple newsletters. My fave link in the latest **DevOps'ish** (besides the ASODR survey 'natch) is the one about open office spaces. Check it out!! <https://devopsish.com/121>

*Dr. Nicole Forsgren, Google Cloud*

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"If you are not subscribed to the <https://devopsish.com> newsletter from [@ChrisShort](#) then take a minute and subscribe now. Always an interesting quick read across the full breadth of the industry - interspersed with a little dry wit and commentary.

*Martin Woodward, Microsoft Azure DevOps*

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I don't read a lot of tech newsletters, but there are 3 that I do, for various reasons! (1) **DevOps'ish**: [@ChrisShort](#) puts so much good stuff there...

*Jérôme Petazzoni, Container Extraordinaire*

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Visit [devopsish.com/praise](https://devopsish.com/praise) for more

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## INDUSTRY LEADING METRICS

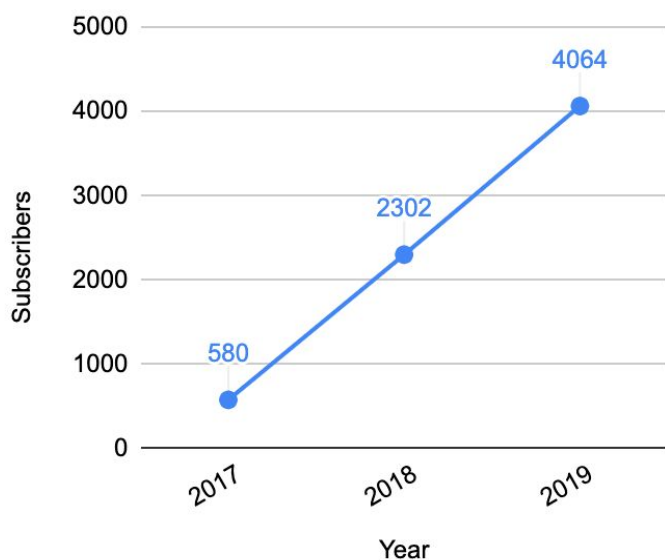
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48%

Open Rate

21%

Click Rate



**DevOps'ish** maintains a steady growth rate. By the end of 2020, it's estimated that more than 6,000 people will subscribe to the newsletter.

This rate of growth is coupled with industry leading open and click rates. **DevOps'ish** provides exposure across a broad cross section of industries and disciplines like few other newsletters can.

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## WHAT DO I GET WITH A DEVOPS'ISH SPONSORSHIP

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- Ads are featured natively in e-mails and on [devopsish.com](https://devopsish.com)
- The native ad format guards against content blockers while maintaining the quality experience subscribers expect
- Ads are placed in the section you want them in; puts ad in the best possible context
- Brand recognition and engagement from readers across the globe

[Terms and conditions apply](#)

## WHAT DOES A DEVOPS'ISH SPONSORSHIP COST

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A one (1) week sponsorship has a fixed fee of **\$275 USD**. There is a **two week minimum** for all sponsorships. For an additional fee, ads can be shared on [Twitter](#) and [LinkedIn](#).

## EXAMPLE AD

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*Open Source-based Cloud Observability – Do you prefer using open source tools like ELK and Grafana for observability? Do you wish the tools could be just a little bit easier to use together at scale? Logz.io's [cloud observability platform](#) provides a high-powered ELK and Grafana as an integrated, fully managed service, so you can simplify monitoring, troubleshooting and security for your production environment with the open source tools you love, at the scale you need. [Learn more here!](#) SPONSORED*

## HOW DO WE GET STARTED

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Email [chris@devopsish.com](mailto:chris@devopsish.com) with your ad idea to **get started today!**

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