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 who work at every major tech company across the globe.

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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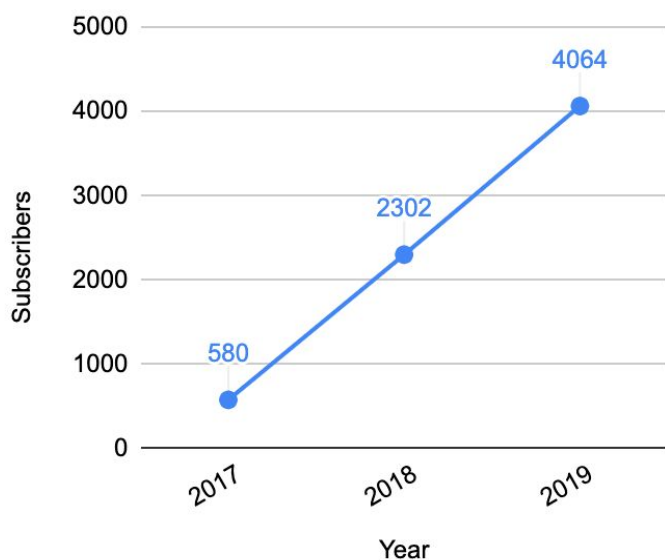Visit devopsish.com/praise for more

INDUSTRY LEADING METRICS

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48% | 22%

Open Rate | **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.

WHAT DO I GET WITH A DEVOPS'ISH SPONSORSHIP
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- Ads are featured natively in e-mails and on devopsish.com
- The native ad format prevents content blockers but maintains the quality experience DevOps'ish subscribers have come to expect
- Ads are placed in the section you want them in; puts ad in the best possible context
- Brand recognition and engagement from readers at every major tech company across the globe

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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Calling all DevOps Advocates

Does the idea of helping software professionals build and deploy modern cloud software faster and more collaboratively excite you? Pulumi is looking for a passionate Developer Advocate to build a community outreach program that will help devs and ops folks build innovative cloud software together using their open source infrastructure as code platform. Join the team today! *SPONSORED*

HOW DO WE GET STARTED
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Email chris@devopsish.com with your ad idea to **get started today!**