

# Media Kit — Pony Foo

*Learn everything about our sponsorship opportunities!*

PONYFOO.COM

We strive to help the front-end development community by maintaining an up-to-date blog filled with editorials, walk-throughs, and insight into the latest web technologies.

ES6 Template  
Literals in  
Depth ✓

ES6  
JavaScript  
Destructurin..  
in Depth ✓

A Brief  
History of  
ES6 Tooling  
✓

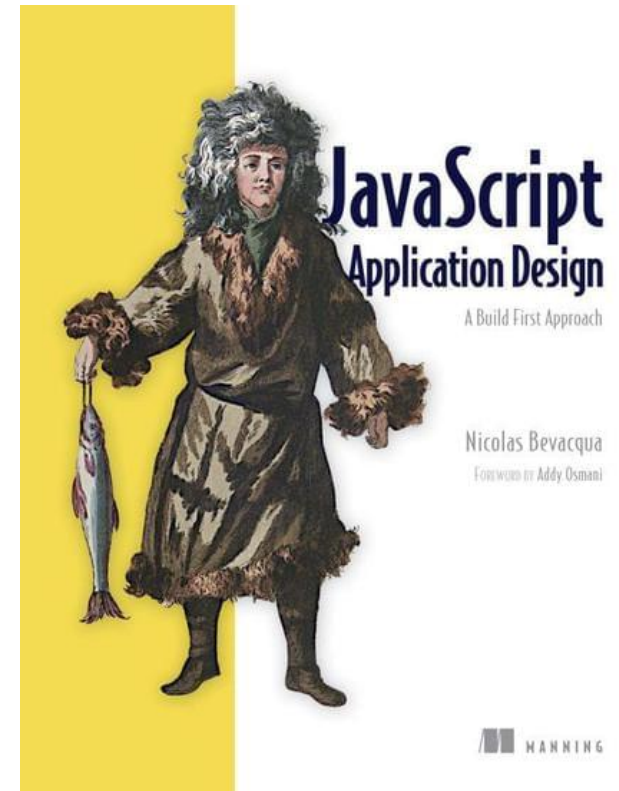
React, JSX  
and ES6: The  
Weird Parts  
✓

Server-side  
React Layout  
& Side  
Effects ✓

# Pony Foo launched in 2012.

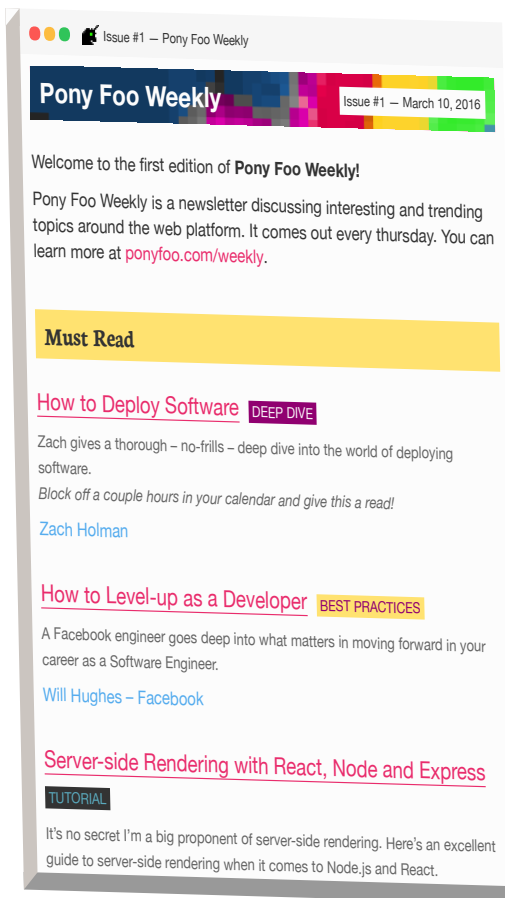
Pony Foo delivers fresh content every week to an audience of over 30,000 front-end engineers and developers. Our publications often contain practical insight & advice, how-to guides, performance analysis, exploration of library internals, and easily digestible interpretations of complex specifications — meant for a broader audience.

Today, Pony Foo houses a weekly newsletter, as well as a showcase for open-source projects, books, and conference presentations.

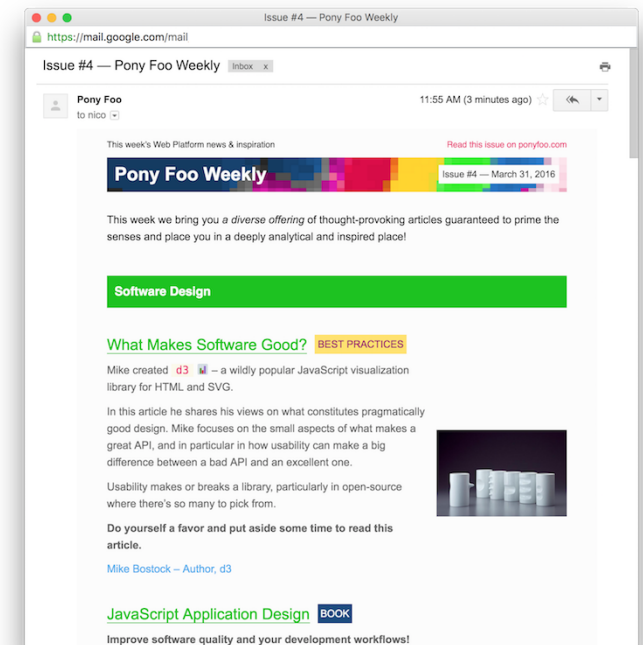


# Pony Foo Weekly

The best content around the web — *every week.*



- ✓ A single email delivered every thursday
- ✓ Tailored by & for web platform engineers
- ✓ Inspirational & educational content
- ✓ Commentary providing additional insight
- ✓ Accessible via email, web, mobile, & RSS
- ✓ Highly targeted & **relevant** advertisement



## Pony Foo Weekly Sponsorship Tiers

### Primary Sponsorship

**\$60**

A prominent link, along with a description, an image, and your company name. Links in this tier look just like the rest of our content, but are marked as sponsored content.

Guaranteed to be *inserted within the top 8 links* of any given newsletter issue.

### Sponsored Link

**\$40**

A link, along with a description, your company name, and a content type tag. Links in this tier look just like the rest of our content, but are marked as sponsored content.

Insertion position is not guaranteed. Sponsored links are scattered throughout each newsletter issue.

### Job Listing

**\$25**

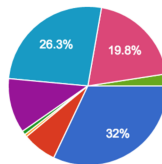
A link, along with a description, and your company name. Solely for companies seeking to offer jobs (full-time, part-time, or contract) or hiring-related services.

Job listings are grouped together around the middle of each newsletter issue.

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#### JavaScript Developer Survey

Results are in! The latest JavaScript developer survey got over 5000 responses. Read our detailed analysis and sign up for our analytics service today.



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#### JavaScript Developer Survey

##### SURVEY

Results are in! The latest JavaScript developer survey got over 5000 responses. Read our detailed analysis and sign up for our analytics service today.

Company, Inc. SPONSORED

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#### Senior Front-End Engineer at Company, Inc.

We are hiring the best and brightest senior software engineers to work remotely on our venture-backed analytics startup. Make an impact while earning a competitive salary and benefits.

Company, Inc.

Have any questions?

Want to start a conversation?

Ready to request a sponsorship tier?

Reach us via email!

[sponsor@ponyfoo.com](mailto:sponsor@ponyfoo.com)