



Giving You Tech Faster techfaster.com [@techfaster](https://twitter.com/techfaster)



2014 Coverage Sponsorships



Giving You Tech Faster

techfaster.com

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TechFaster is a general tech website catering to the tech enthusiast, consumer and innovator communities across the US and around the world.

TechFaster delivers a mix of original content that is relevant to today's fast paced technology information consumers.

TechFaster links top and emerging brands and companies across a variety of technology categories and disciplines to active technology information consumers

TechFaster excels at delivering news, reviews and information expeditiously across social channels

900,000 uvm

source: Cision Digital Reach
200% mom growth

100,000+

Followers

relevant followers [@imkyles](https://twitter.com/imkyles)
[@techfaster](https://twitter.com/techfaster)

Led by serial tech media entrepreneur, Kyle Sandler founder of TheDroidGuy.com and Nibletz.com



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There is no better time to get in front of influencers, wireless enthusiasts and consumers than the 2014 Mobile World Congress In Barcelona

Our team has over a decade of experience covering the International MWC (Gannett/TheDroidGuy/Nibletz/Techfaster) and proves you after year to have superior engaging coverage.

Through a carefully balanced mix of blog coverage, video coverage and social engagement, TechFaster delivers MWC Faster.

There are several key places where a coverage sponsorship gets you in front of a targeted, large and engaged audience.

Our team will be on the ground from Feb 23rd-28th to catch all the action

email: kyle@techfaster.com



Barcelona | 24 - 27 February 2014



TECHFASTER

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Reach Your Audience... Faster

Whether you're looking to reach wireless influencers, and buyers on-site in Barcelona or the masses of consumers at home tuned into all the action, TechFaster delivers your audience faster.

Video- By working with our partners we've crafted a way that gets our videos out to the web and with views typically less than 50 minutes after the video is shot.

Social- Our engaged social following is over 101,000 strong (@imkyles @techfaster) all opt in, targeted, engaged and active.

Blog- Experience means that we know the ins and outs of covering a show this size and get out blog entries faster

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Opportunities

- Customized Engagement Promotions
- Traditional Sponsorships with strategically placed ads
- Sponsored on-site content without a glaring tag
- Video interview opportunities
- Video product reviews
- Contesting
- On-Site quantifiable social engagement
- Sponsored Tweets without a glaring tag
- Radio sponsorships on Slacker Radio's only tech focused station slacker.com/tdgn

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	Presenting	Gold	Silver	Bronze
Banner Ads	720x90 fixed 300x250 fixed	720x90 float 300x250 rotate	720x90 rotate	300x250 rotate
Content	10 pieces	7 pieces	4 pieces	2 pieces
Roving Video Wall	:60 second ad and 720x90 banner	:30 second video ad 300x250 rotator	Email	Email
Multimedia	All video intros* Slacker fixed	All video outros Slacker fixed	Rotating video outro Slacker	Rotating video outro Slacker
Engagement promotion/contest	Yes	Yes	No	No
Social	100 tweets 12/1-1/10 100 tweets in show	50 tweets ramp 50 tweets show	25 tweets ramp 25 tweets show	25 tweets show
Investment	\$8500	\$5700	\$3650	\$2700

Email kyle@techfaster.com for more information and see the next page for any customized ideas.



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