

ROAST BRIEF

PARTNERSHIPS 2022

A new era, a new vision

- We live in a new era in communication and advertising.
- At RoastBrief we have understood that the old advertiser model has expired, today we want to have partners to collaborate and grow together.
- We do not want only audiences, RoastBrief is an unconventional medium that perceives itself as a platform for the generation and distribution of content, therefore we know that the way of generating and interacting with that content has been transformed: today we have the vision to build a great community around creativity and creators.



What is **RoastBrief** about?

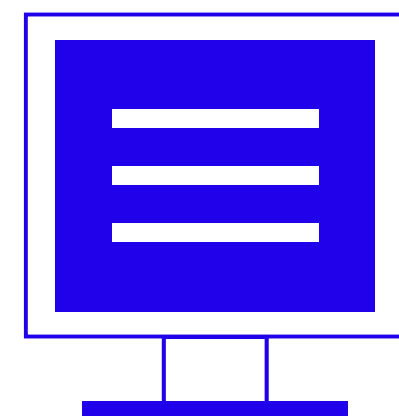
We are a communication/knowledge amplifier and a proud creator of original content/knowledge; Roastbrief is a knowledge network specialized in [Marketing](#), [Advertising](#), [Design](#), [Communication](#), [Innovation](#), [Gaming](#), [Entertainment](#) and [Creativity](#) that has a significant number of collaborators contributing articles, columns and studies.

Likewise, we are the main digital network in Latin America that seeks to share knowledge and updates about the creative industry, promoting advertising culture through articles, links, videos, podcasts, and interviews with professionals and directors of agencies and brands.

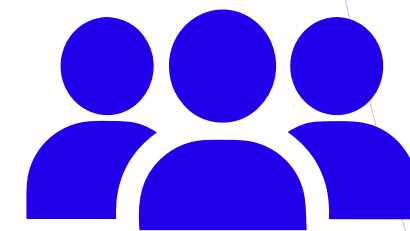
Our community

Our website generates trends in topics related to Marketing, Advertising, Design, Communication, Innovation and Creativity.

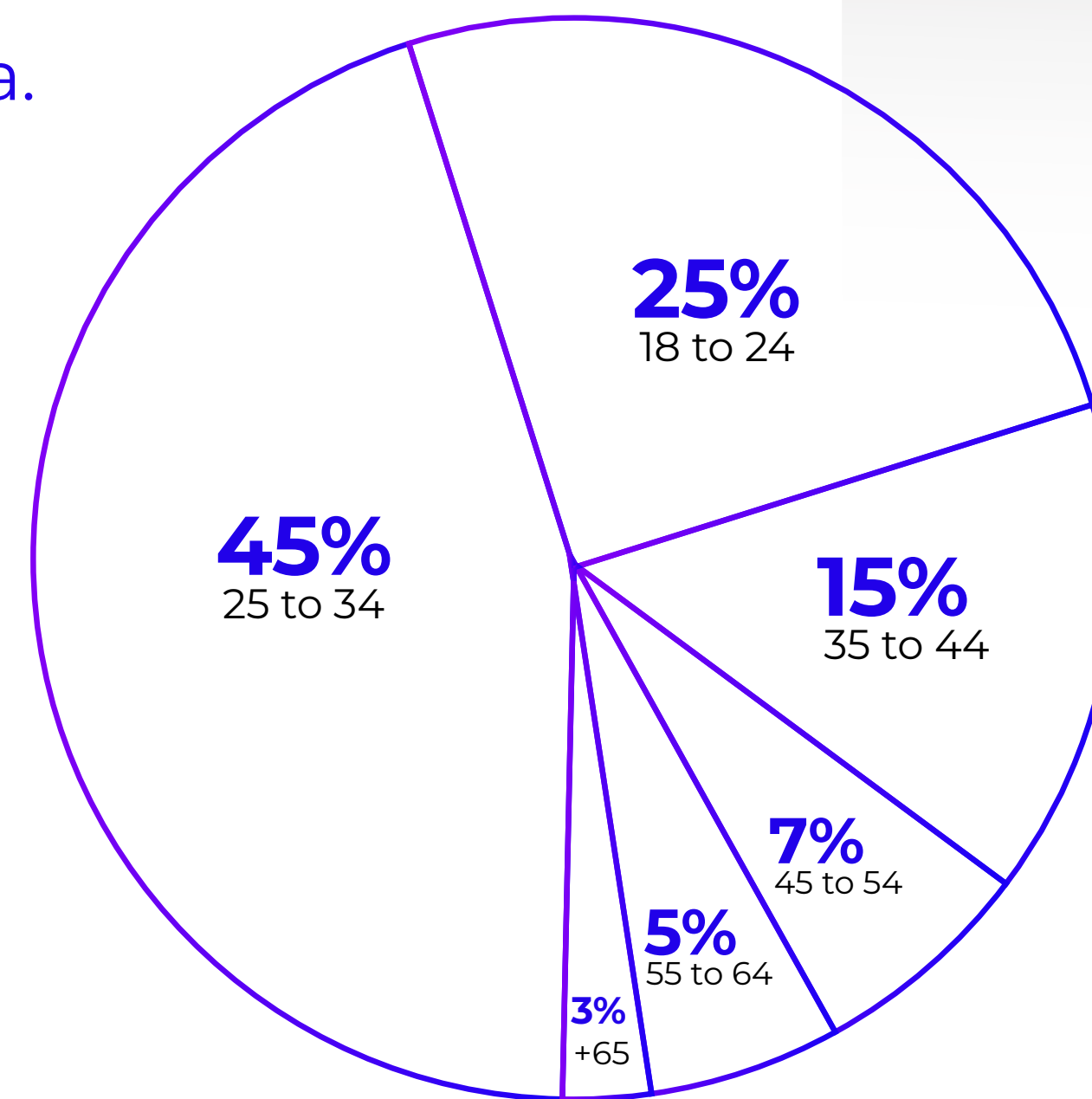
We also have a strong presence on Social Media.



+300
Monthly
publications



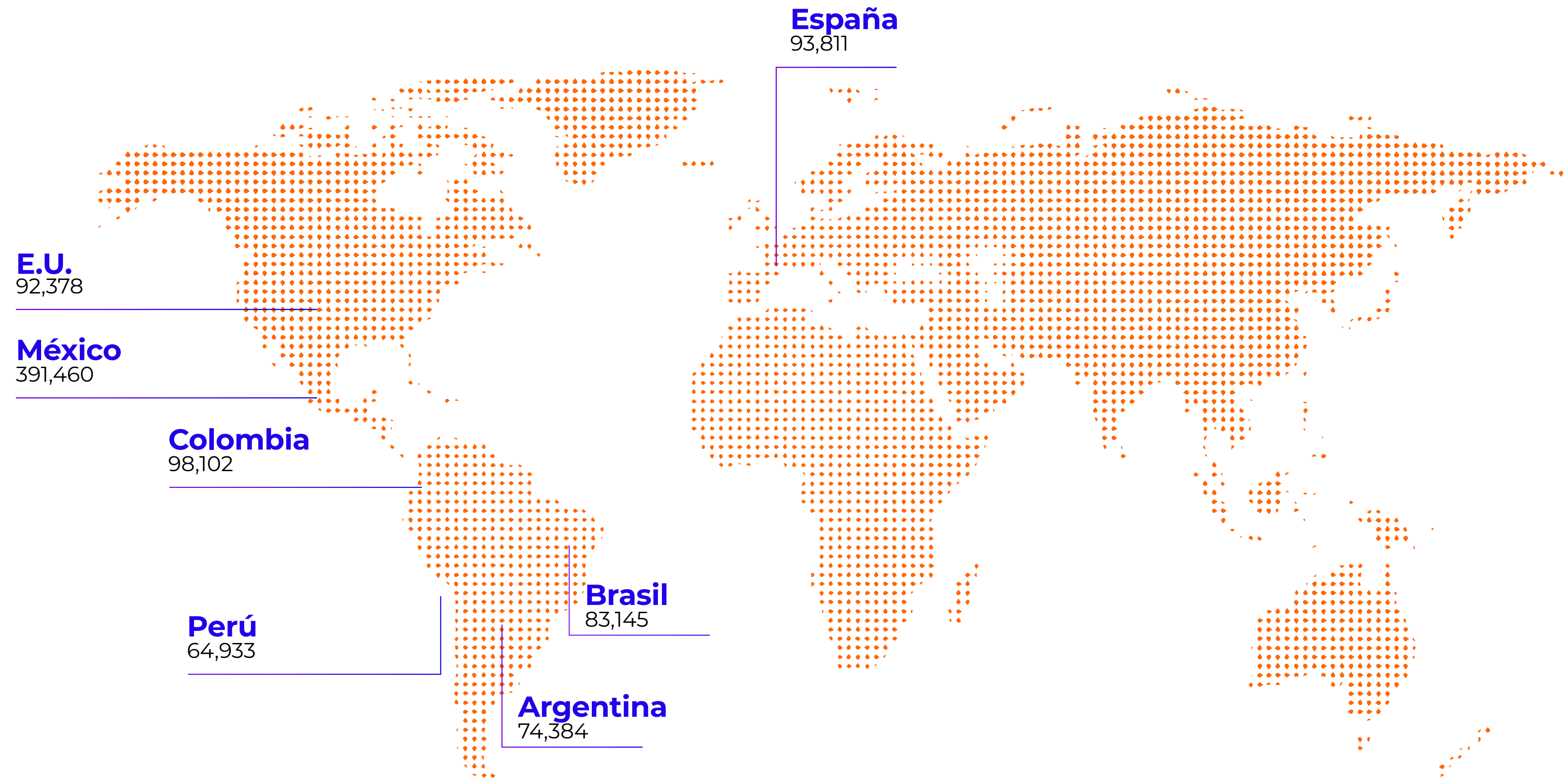
+600 k
Monthly
Visitors



Source:
Google Analytics

Monthly reach

Unique Visitors 



Source:
Google Analytics

Venezuela
28,583

Chile
25,484

Ecuador
24,190

Guatemala
17,018

El Salvador
11,207

Costa Rica
10,337

R. Dominicana
9,852

Bolivia
9,153

Paraguay
7,486

Honduras
6,179

India
5,499

Panamá
5,370

Nicaragua
5,231

Uruguay
4,981

Reino Unido
2,340

Puerto Rico
2,299

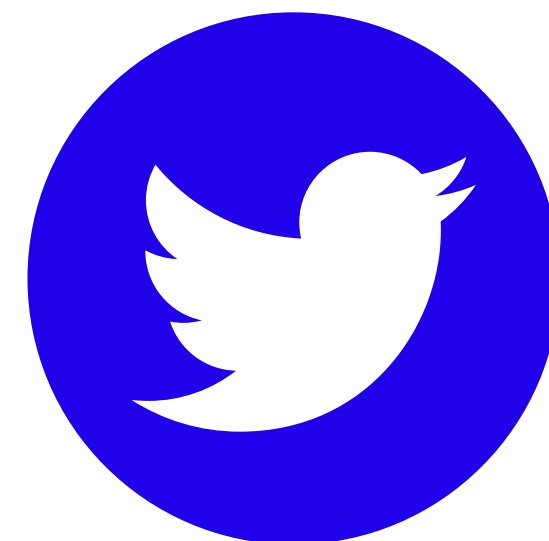
Alemania
2,105

Social media

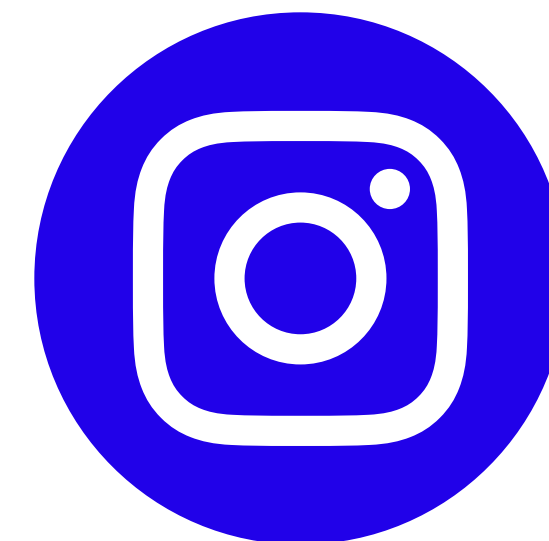
New!



+611 k



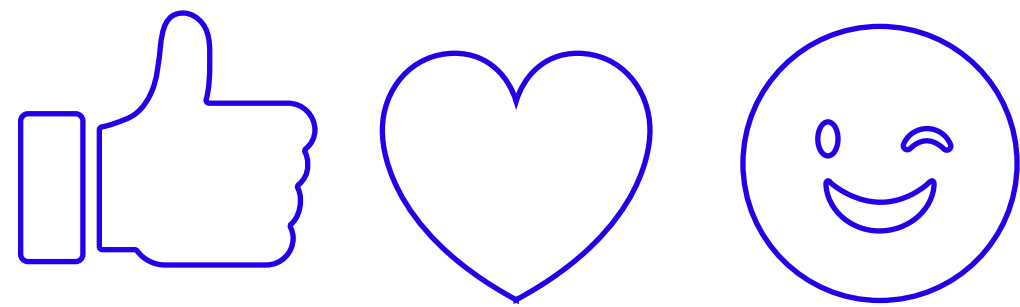
+263 k



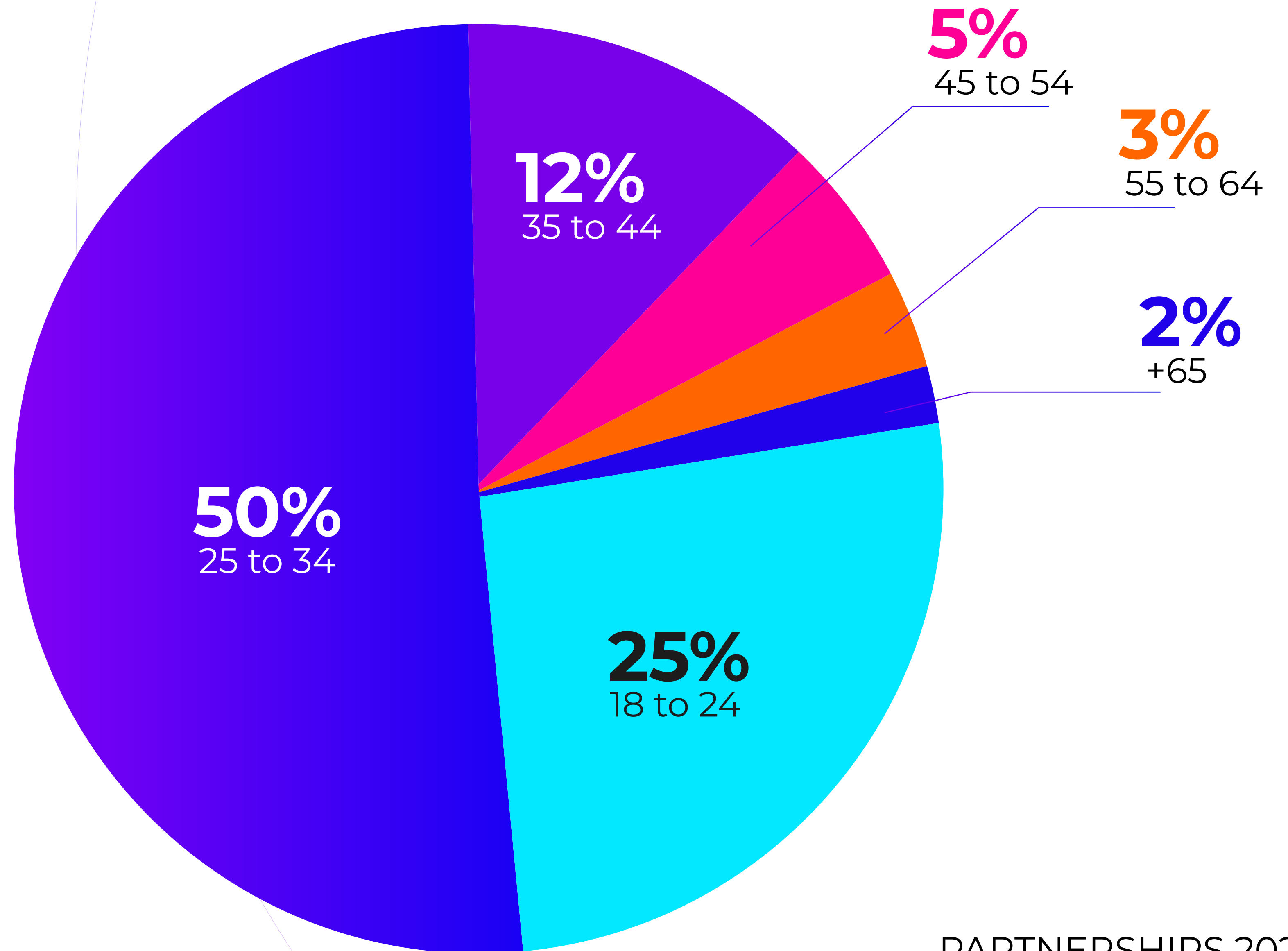
+14 k



Social media



INTERACTION BY AGE



Partnerships



BENEFITS	TRAINEE	ASSOCIATE	CCO	CHAIRMAN
Banner (300 x 150 px)	2 months	4 months	6 months	8 months
Native article	1	2	4	8
Twitter mention	2	4	8	16
Facebook mention	2	4	8	16
Instagram mention	2	4	8	16
LinkedIn	2	4	8	16
Press release	2	4	Unlimited	Unlimited
Interview	1	2	3	4
Live broadcast			1	2
Real time coverage in Social Media				1
Festival coverage sponsorship				Cannes Lions, The One Show, Ojo de Iberoamérica, Círculo Creativo, Effie, IAB
**6 MONTHS LONG	\$1500 USD (One single payment)	\$2000 USD (One single payment)	\$2500 USD (One single payment)	
**12 MONTHS LONG				\$5500 USD (One single payment)

If your team contributes with content (at least 2 montly articles) to the platform, you get a **SPECIAL PARTNER discount of **\$500 USD** in the TRAINEE, ASSOCIATE and CCO plans, and **\$1000 USD** in the CHAIRMAN plan

NOTE **Only for México:** FEE + 16% IVA

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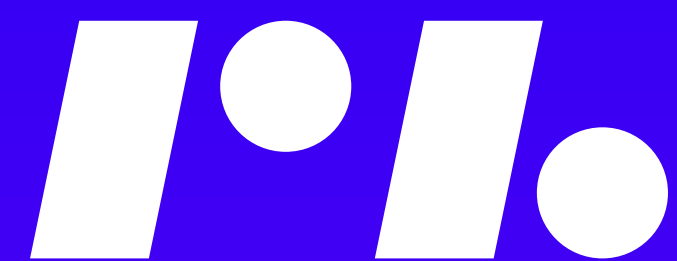
Benefits for AVE'S affiliates:

10% DISCOUNT

With our partnership, if you become an Effie winner you will have access to:

- 1 live interview on LinkedIn
- Special coverage





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