

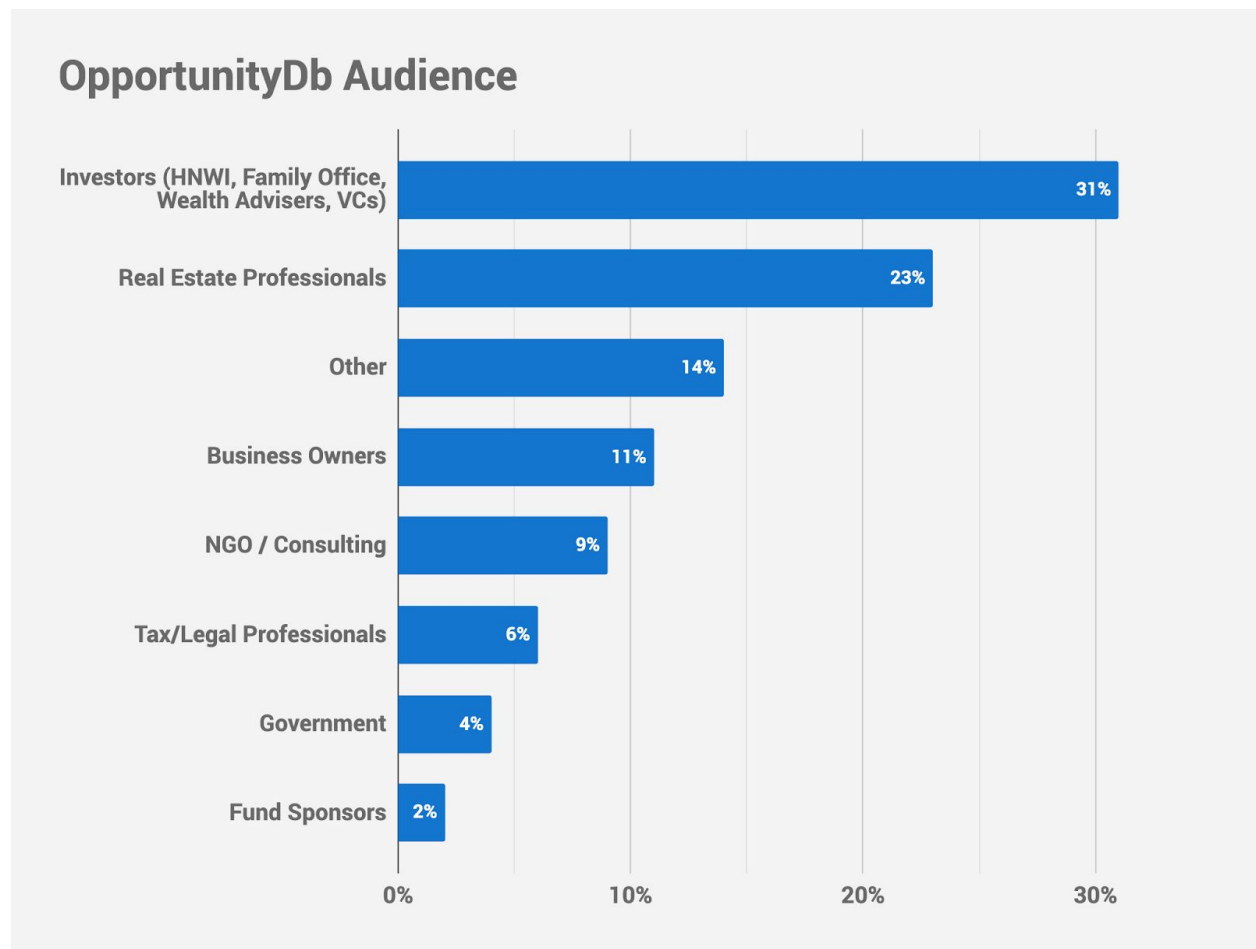
## Reach Passionate OZ Participants on OpportunityDb

Advertise on OpportunityDb to reach high net worth investors, family offices, wealth advisors, fund managers, and real estate professionals — all interested in participating in Opportunity Zones...

### About OpportunityDb

**OpportunityDb.com** provides world-class tools, education, and analysis to help investors, advisors, and other professionals learn about Opportunity Zones.

The **Opportunity Zones Podcast** is the industry's leading podcast, with over 10,000 downloads per month.



## **Our Audience**

Our audience continues to grow at a rapid pace as the OZ program gains traction nationwide.

### **Website – OpportunityDb.com**

**50,000+** pageviews per month

**20,000+** unique visitors per month

### **Podcast Listeners**

**10,000+** episode downloads per month

### **Email List**

**3,500+** email subscribers

**33.9%** open rate (vs. industry average of 20.5%)

**8.7%** click rate (vs. industry average of 2.6%)

## **Advertise with OpportunityDb**

Bring visibility to your Opportunity Zone fund, development, or professional services.

### **Website Display Advertising**

150,000+ Total Monthly Impressions Available. Leaderboard and Medium Rectangle units.

### **Podcast Advertising**

Native, host-read ads to an engaged listening audience.

### **Email Advertising**

Dedicated email blast and in-newsletter advertising available.

### **Sponsored Content**

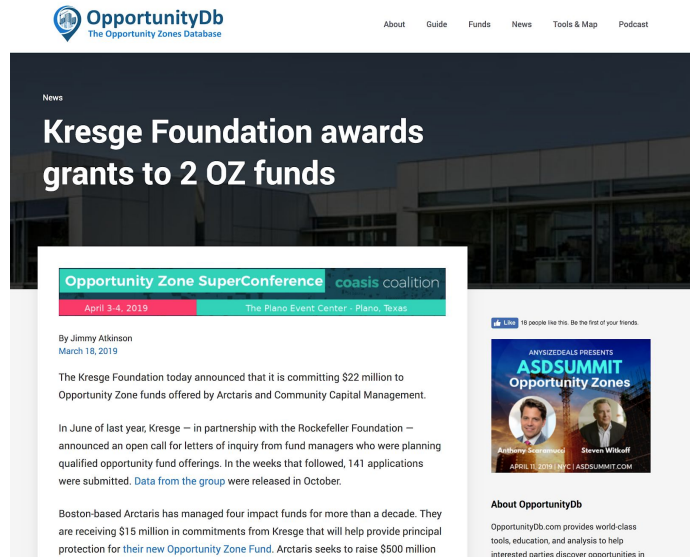
Become an industry thought leader by posting your branded content to OpportunityDb.com.

### **Co-Branded Webinar**

Deliver your pitch to the OpportunityDb community.

### **Custom Advertising Solution**

Have an idea that isn't listed here? Contact us!



## Advertising Rates and Specs for Popular Units

Our website display advertising and podcast ads are both sold on a Cost Per Thousand Impression (CPM) basis.

### **Website Display Advertising on OpportunityDb.com**

- Leaderboard (728x90 and 320x50) banner ad units (above the fold): \$35 CPM
- Medium Rectangle (300x250) banner ad units (sidebar, usually above fold): \$35 CPM

### **Host-Read Podcast Ads**

- 15-second pre-roll ad (plays within the first minute of the podcast episode): \$35 CPM
  - 60-second mid-roll ad (plays approx. midway thru the podcast episode): \$35 CPM
- These two units are sold together as a bundle at \$100 per thousand episode downloads, and always run together.*

## CPM-Based Advertising Packages

These packages are examples based on current CPM rates. You can choose one of these packages, or we can custom-tailor your campaign however you want.

### **\$525 per month: 15,000 total impressions**

- 2,500 podcast ad impressions
- 12,500 website ad impressions

### **\$875 per month: 25,000 total impressions**

- 5,000 podcast ad impressions
- 20,000 website ad impressions

### **\$1,750 per month: 50,000 total impressions**

- 10,000 podcast ad impressions
- 40,000 website ad impressions

### **\$3,500 per month: 100,000 total impressions**

- 15,000 podcast ad impressions
- 85,000 website ad impressions

## **Sponsored Content Rates and Specs**

- A section exclusively “Presented by” your company in OpportunityDb’s new “Opportunity Zones Education Center,” with inclusion of up to 3 pieces of unique content (white paper, case study, video, etc.) published in the section.
- Social Media Promotion: Four posts to OpportunityDb’s social media channels for each unique piece of content.
- Email Promotion: 1 dedicated blast at launch, plus ongoing inclusion in the Welcome Email to new subscribers.

(Ask to see the password-protected beta version.)

*Flat fee: \$1,000 per month*

## **Contact Us Today!**

Contact Jimmy Atkinson to learn more and begin advertising today.

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