

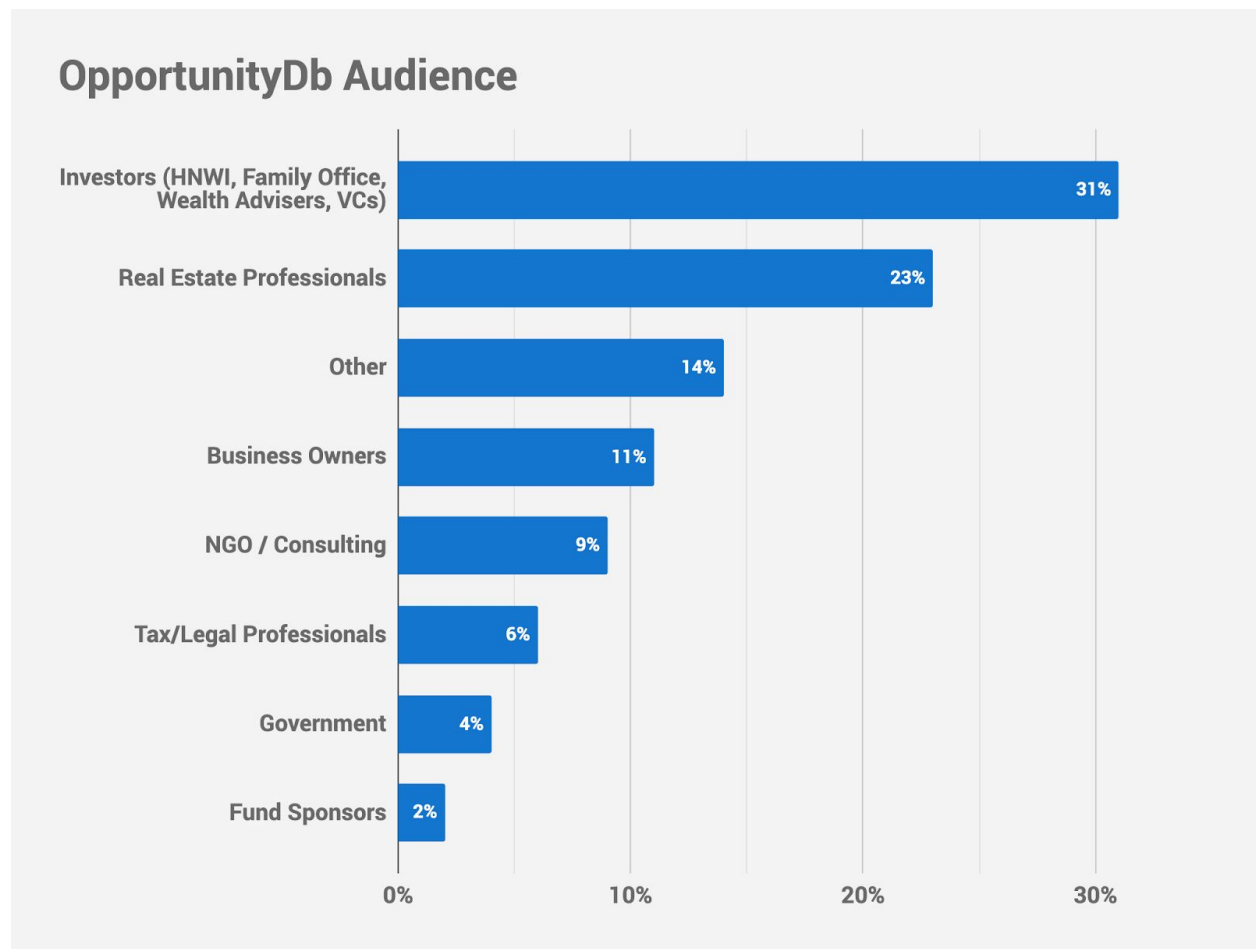
Reach Opportunity Zone Investors on OpportunityDb

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

7,500+ 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

200,000+ Total Monthly Impressions Available. Multiple sizes available.

Podcast Advertising

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

Email Advertising

Dedicated email blast and in-newsletter advertising available.

Sponsor Content

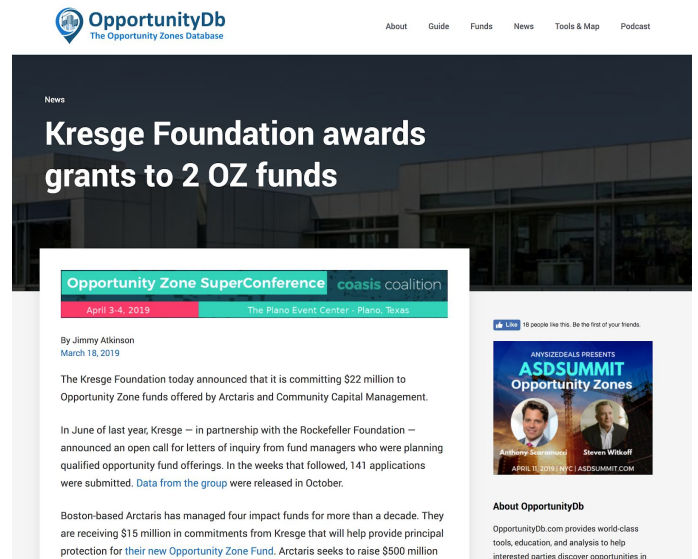
Become an industry thought leader by posting your branded content to OpportunityDb.com.

Lead Generation

Get pre-qualified accredited investor leads.

Fund Pitch Webinar

Deliver your pitch to accredited investors and investment advisors.



Advertising Rates and Specs for Website and Podcast Ads

Banner ads and podcast ads are both sold on a Cost Per Thousand Impression (CPM) basis.

Website Display (Banner) Advertising on OpportunityDb.com

- Half-page (300x600) banner ad units (sidebar, generally above the fold): *\$50 CPM*
- Top Leaderboard (728x90 and 320x50) banner ad units (above the fold): *\$50 CPM*
- Medium Rectangle (300x250) banner ad units (in-content): *\$35 CPM*
- Bottom Leaderboard (728x90 and 320x50) banner ad units (bottom position): *\$25 CPM*

Host-Read Podcast Ads on the Opportunity Zones Podcast

- 15-second pre-roll ad (plays within the first minute of the podcast episode): *\$100 CPM*
- 60-second mid-roll ad (plays approx. midway thru the podcast episode): *\$100 CPM*

Sponsor Content Rates and Specs

- A section of content exclusively “Presented by” your company in OpportunityDb’s new “Opportunity Zones Education Center,” with inclusion of up to 3 pieces of unique content.
- Social Media Promotion: Four posts to OpportunityDb’s social media channels.
- Email Promotion: 1 dedicated blast at launch.
- *Flat rate: \$2,500 per month*

Email Rates and Specs

- Reach a growing list of 7,500+ Opportunity Zone readers.
- In-Newsletter Advertising: Banner ad at the top of our weekly email blast (300x250 or 728x90) + text blurb (200-word max) near the bottom: *\$750 flat rate per blast*
- Dedicated email blast: *\$1,500 flat rate per blast*

Lead Generation

- Pay per accredited investor lead: *\$50 cost per lead*

Get Started!

Contact Jimmy Atkinson to learn more and begin your advertising campaign.

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