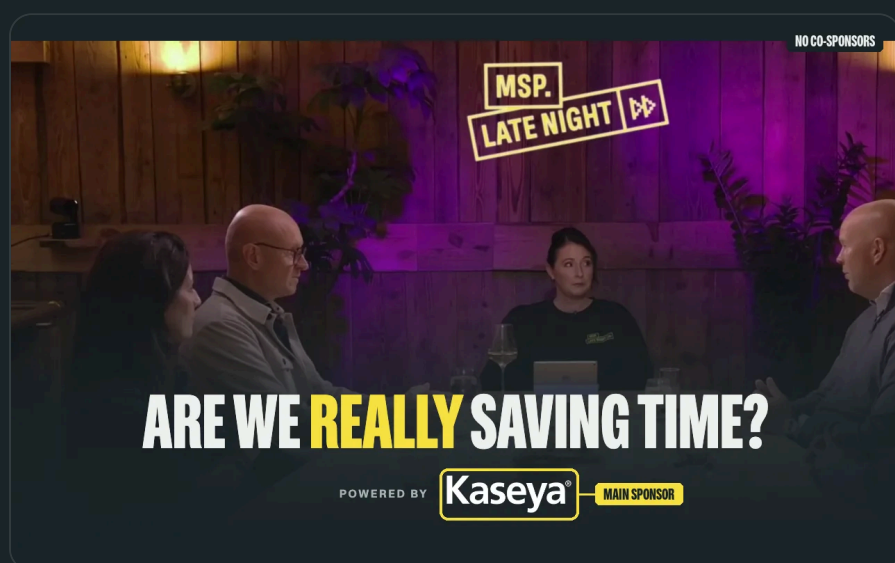


MAIN SPONSOR OR CO-SPONSOR?

Main sponsor or co-sponsor: both appear everywhere, with the same reach. The difference is size. The main sponsor is shown larger, and on its own in four places. One image per placement. Outlined in yellow: this is where the main sponsor appears. Dotted: this is where the co-sponsors appear.



01 THE THUMBNAIL



MAIN SPONSOR

The only brand on the thumbnail.



CO-SPONSORS

Not on the thumbnail.



02 THE CLIP ON LINKEDIN



MAIN SPONSOR

Large in the bar, in the first seconds of every clip.



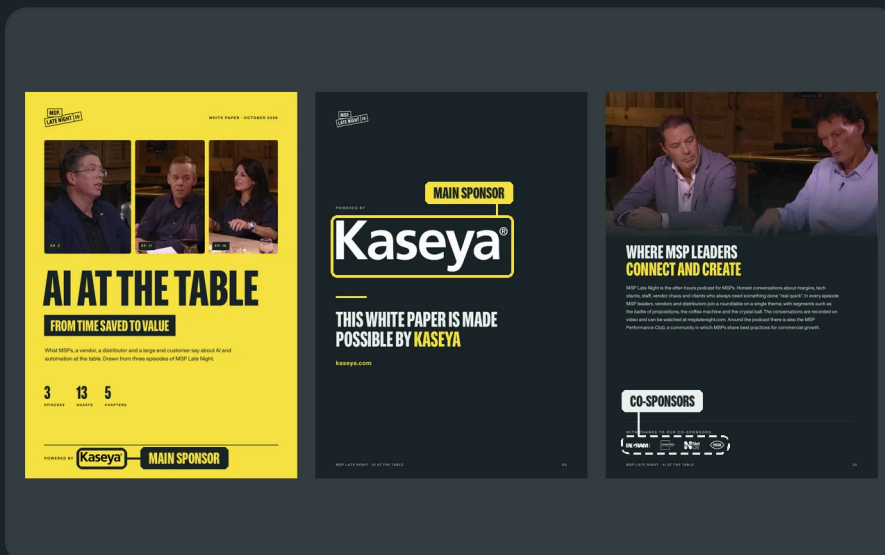
CO-SPONSORS

Small, in the row below.



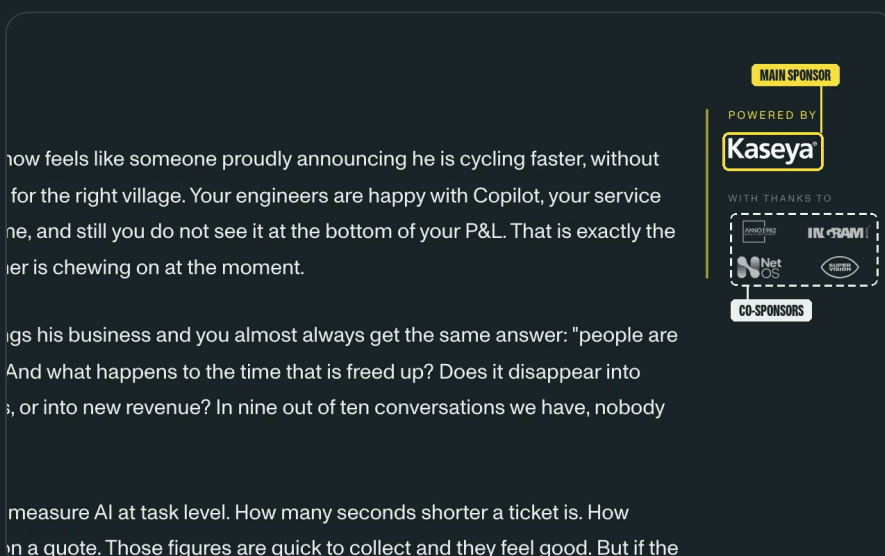
03 THE OUTRO OF EVERY CLIP

-  **MAIN SPONSOR**
Next to the MSP Late Night logo, in the last seconds.
-  **CO-SPONSORS**
Not in the outro.



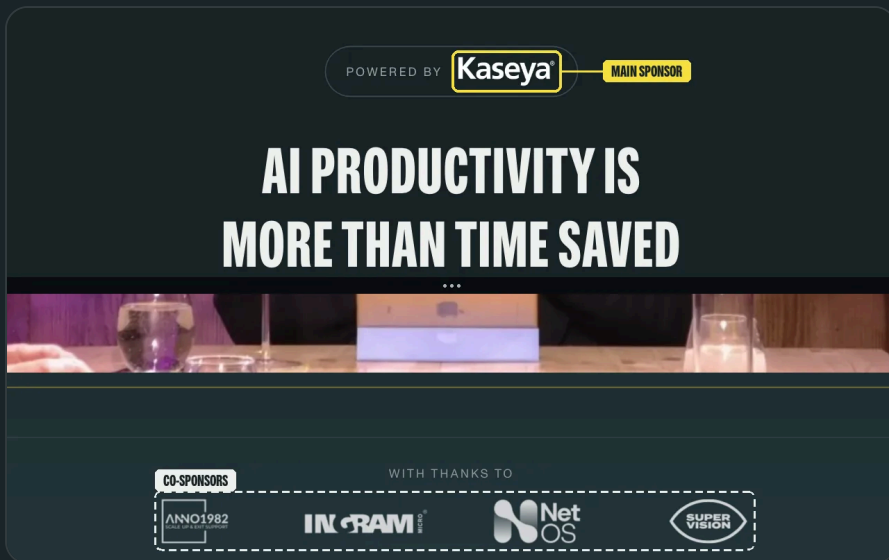
04 THE WHITE PAPERS

-  **MAIN SPONSOR**
On the cover and a page of its own.
-  **CO-SPONSORS**
Small, at the back.



05 THE BLOGS

-  **MAIN SPONSOR**
Large in the sidebar and in the bar.
-  **CO-SPONSORS**
Small, in the row below.



06 THE EPISODE PAGE



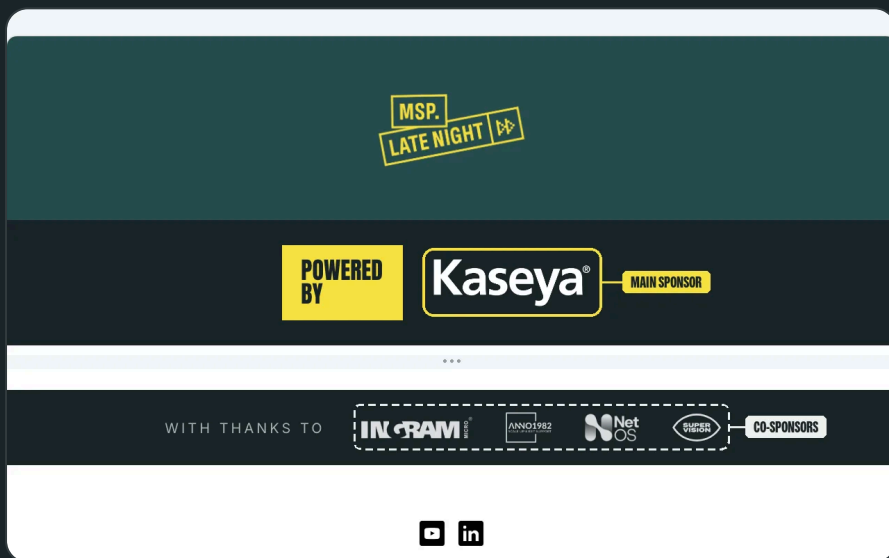
MAIN SPONSOR

Above the title, before the video starts.



CO-SPONSORS

Small, below the video.



07 THE NEWSLETTER



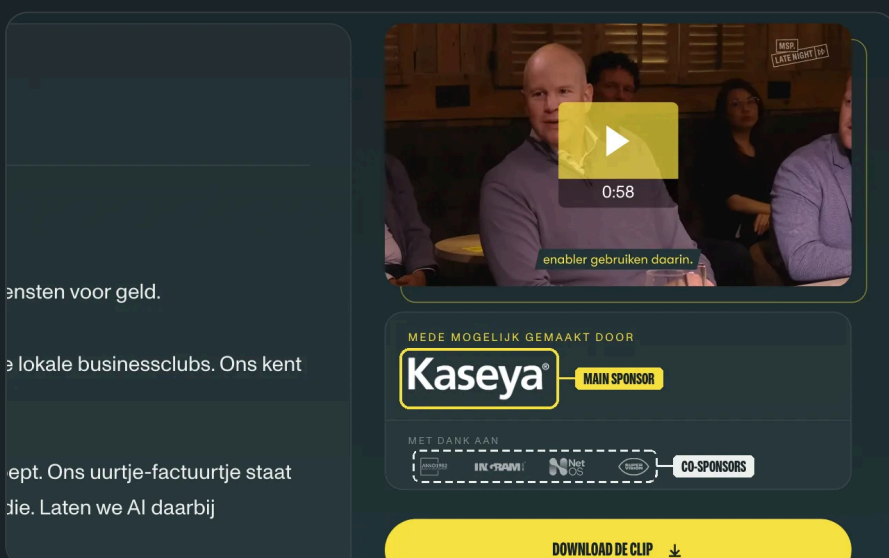
MAIN SPONSOR

At the top, right below the logo.



CO-SPONSORS

Small, at the bottom.



08 EVERY GUEST'S MEDIA KIT



MAIN SPONSOR

Large: made possible by you.



CO-SPONSORS

Small, in the row below.

AND ALSO

PLACEMENT	MAIN SPONSOR	CO-SPONSORS
Episode page	Large, above the title	Small, below the video
Clip on LinkedIn	Large in the bar	Small, in the row below
Thumbnail	Main sponsor only	–
Clip outro	Main sponsor only	–
White paper	Cover and a page of its own	At the back, small
Blog	Large in the bar	Small in the bar
Newsletter	Large, at the top	Small, at the bottom
Guest media kit	Large	Small
Reach	The same	The same
Price	€50k, twice the co-sponsor	Half