

MAIN SPONSOR, CORE OR COMMUNITY?

Main sponsor, core sponsor or community sponsor: per placement you see what you get. The main sponsor appears larger, and on its own in four places. Core sponsors appear everywhere, smaller. Community sponsors appear in written content only: blogs, white papers and the website. Not in video. One image per placement. Outlined in yellow: this is where the main sponsor appears. Dotted: this is where the core sponsors appear. Community sponsors appear in written content only, never in video.



01 THE THUMBNAIL

- ☒ **MAIN SPONSOR**
The only brand on the thumbnail.
- ☐ **CORE SPONSORS**
Not on the thumbnail.
- ☐ **COMMUNITY SPONSORS**
Not on the thumbnail.



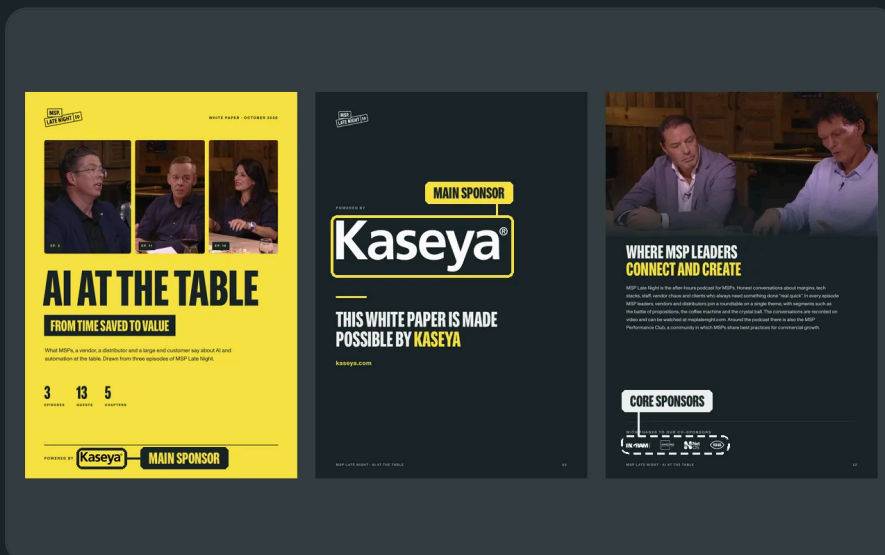
02 THE CLIP ON LINKEDIN

- ☒ **MAIN SPONSOR**
Large in the bar, in the first seconds of every clip.
- ☐ **CORE SPONSORS**
Smaller, in the row below.
- ☐ **COMMUNITY SPONSORS**
Not in the clip: no video.



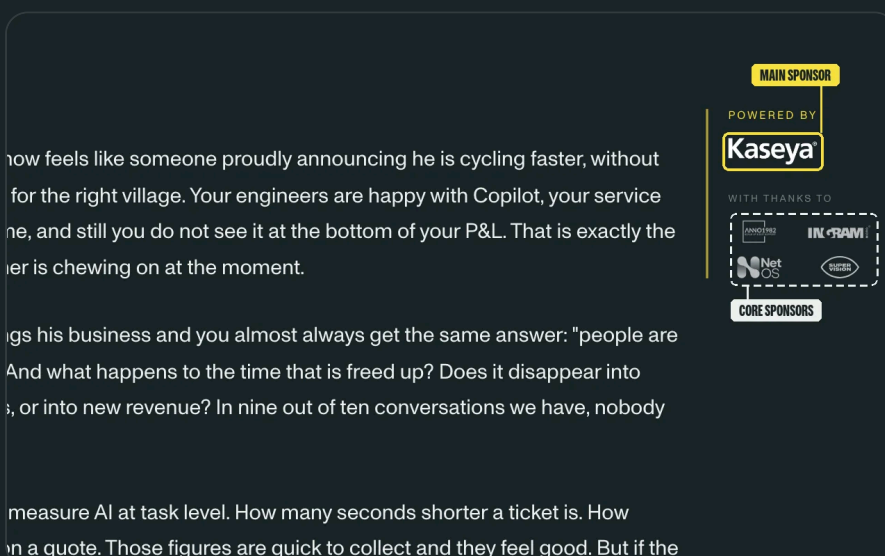
03 THE OUTRO OF EVERY CLIP

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



04 THE WHITE PAPERS

-  **MAIN SPONSOR**
On the cover and a page of its own.
-  **CORE SPONSORS**
Smaller, at the back.
-  **COMMUNITY SPONSORS**
At the back, after the core sponsors.



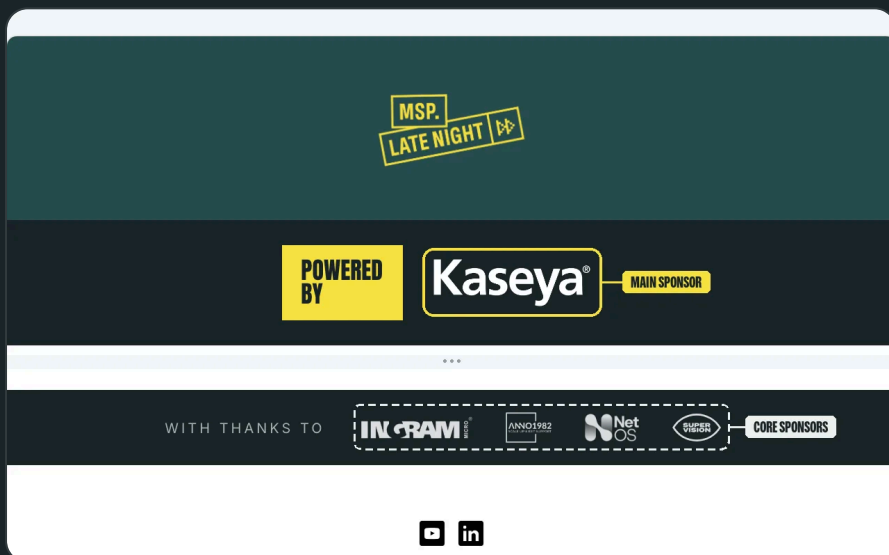
05 THE BLOGS

-  **MAIN SPONSOR**
Large in the sidebar and in the bar.
-  **CORE SPONSORS**
Smaller, in the row below.
-  **COMMUNITY SPONSORS**
In the row below, after the core sponsors.



06 THE EPISODE PAGE

-  **MAIN SPONSOR**
Above the title, before the video starts.
-  **CORE SPONSORS**
Smaller, below the video.
-  **COMMUNITY SPONSORS**
Not on the episode page: no video.



07 THE NEWSLETTER

-  **MAIN SPONSOR**
At the top, right below the logo.
-  **CORE SPONSORS**
Smaller, at the bottom.
-  **COMMUNITY SPONSORS**
Not in the newsletter.



08 EVERY GUEST'S MEDIA KIT

-  **MAIN SPONSOR**
Large: made possible by you.
-  **CORE SPONSORS**
Smaller, in the row below.
-  **COMMUNITY SPONSORS**
Not in the media kit: it belongs with the video.

AND ALSO

PLACEMENT	MAIN SPONSOR	CORE SPONSORS	COMMUNITY SPONSORS
Episode page	Large, above the title	Smaller, below the video	–
Clip on LinkedIn	Large in the bar	Smaller, in the row below	–
Thumbnail	Only the main sponsor	–	–
Clip outro	Only the main sponsor	–	–
White paper	Cover and a page of its own	Smaller, at the back	At the back, after the core sponsors
Blog	Large in the bar	Smaller, in the bar	In the row below
Newsletter	Large, at the top	Smaller, at the bottom	–
Logo on the website	Large, at the top of the sponsor page	Smaller, in the row below	In the row below
Guest media kit	Large	Smaller	–
Video	Everywhere	Everywhere	No: written content only
Price	€50k a year	€25k a year	€10k per six months