



Atchison Technology LLC

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2024 Sponsorship Opportunities

Sponsorship Opportunities Available

The following sponsorship opportunities exist with Lee Atchison and his content:

- *Software Architecture Insights (SAI) Newsletter*. This newsletter is sent to Lee’s email list and as a LinkedIn Newsletter. [subscribe: [email](#) • [linkedin](#)]
- *Software Architecture Insights Website*. This is the website that parallels the newsletter content. [softwarearchitectureinsights.com]
- *Modern Digital Business (MDB) Podcast*. A small, focused podcast hosted by Lee. [mdb.fm]



Please note: sponsorships for the Software Engineering Daily (SED) podcast, hosted by Lee, are [available directly from the SED team](#).

Packages

These are sample packages. They can be customized based on specific needs and availability.

Sponsorship	Includes	Price
Newsletter Single Issue Exclusive	<ul style="list-style-type: none"> • One issue of SAI newsletter, sent to both email and LinkedIn lists. • Image and text ad at both top and bottom of newsletter. • Exclusive for issue: no other 3p sponsors will be included. • Mention on website homepage for one week. 	\$1,000
Newsletter 4 Issues Non-exclusive	<ul style="list-style-type: none"> • Four issues of SAI newsletter, sent to both email and LinkedIn lists. • Image or text ad in the newsletter. 	\$1,500
Newsletter 4 Issues Exclusive	<ul style="list-style-type: none"> • Four issues of SAI newsletter, sent to both email and LinkedIn lists. • Image and text ad at both top and bottom of newsletter. • Exclusive for issue: no other 3p sponsors will be included. • Mention on website homepage for four weeks. 	\$3,000

Sponsorship	Includes	Price
Newsletter Special Edition	<ul style="list-style-type: none"> • Custom newsletter issue based on <i>existing</i> content previously created by Lee for the client. • Newsletter sent under SAI banner to both email and LinkedIn newsletter lists. • Exclusive sponsorship for this special edition issue. • Mention on website homepage for one week. 	\$2,000
Podcast Featured 30 days	<ul style="list-style-type: none"> • Preroll advertisement on all new and back catalog episodes for 30 days. 	\$1,500
Website Sponsor	<ul style="list-style-type: none"> • Various pages and content available to sponsor. 	<i>ask</i>

Followership

The following are the current followership numbers for Lee Atchison:

- **Software Architecture Insights newsletter subscriber list.** Approximately 1000 subscribers.
- **Software Architecture Insights LinkedIn Newsletter.** Approximately 3000 subscribers.
- **Social media.** 7000+ LinkedIn followers, 1600 Twitter followers.
- **Modern Digital Business Podcast.** 250 monthly downloads.

Lee's audience is not large, but they are highly selected for the specific areas of interest specified.

About Lee

Lee Atchison produces content that is focused on modern applications, cloud-based applications, availability, scaling, DevOps, AI/ML, IT security, and other related topics. Lee is the author of multiple books, including the O'Reilly Media titles *Architecting for Scale* and *Overcoming IT Complexity*. He is the co-author of *Business Breakthrough 3.0*. Currently in development, Lee is currently writing *Thinking Like A Software Architect*, scheduled to be published by Manning Publications in 2024.

Lee has developed many courses, including several developed for LinkedIn Learning, and he has others in development for both LinkedIn Learning and O'Reilly Media. Lee writes articles regularly and has been a featured writer at *InfoWorld* and at *Cloud Native Now* (formerly *Container Journal*). Lee is a guest co-host on the highly popular technology podcast *Software Engineering Daily*.