



IT in the **D**

2019 MEDIA KIT

INTRODUCTION

Overview



Born in 2001 as then the Detroit Networking Organization (i.e. Detroitnet.org), was a group of Information Technology professionals who wanted to network the right way. Gone was the notion of lead sharing, gone was the idea of a \$20 cover simply to go to the bar, and gone was the idea of being hounded by overzealous sales people and MLM professionals.

Today, the group has grown to over 7,000 members on LinkedIn, averages over 100 attendees at our monthly socials, 2,500 unique visitors and 11,000 hits reading our blog series, and gets over 300,000 listeners to our weekly podcast that has just eclipsed 25,000,000 total plays.

We look to 2019 and beyond as **IT in the D** becoming the de facto standard for the Metro Detroit Information Technology community.



www.ITintheD.com



INTRODUCTION

What We Do



Business Networking Events

We hold monthly socials in and around Metro Detroit. These events are for IT professionals to network with other IT professionals in a safe environment.

We also hold bi-weekly events for the Metro Detroit podcast community to share and collaborate.



Blog Series

Our original blog titled "Don't Be That Guy" was so well received that we have written well over 100+ entries on everything from Voicemail Guy to Stalker Guy to Overzealous Sales Guy.

We have then turned to writing tips and tricks for job seeking, interviewing, and the dos and don'ts of social media.



The Podcast

In 2013, the founders of IT in the D decided to hop in the studio and in essence, take their show nationally. The podcast airs every Monday night live on the Podcast Detroit network and is syndicated to Stitcher, SoundCloud, iTunes and other platforms.

Our guests have ranged from CEOs of local businesses, CIOs of local government agencies, social media gurus, and start-up entrepreneurs.



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INTRODUCTION

Our Team

Bob Waltenspiel THE SALES GUY

FORMER EXPERIENCE WITH CISCO
SYSTEMS, HEWLETT-PACKARD, DELL,
AND NEC



David Phillips THE GEEK

Management Consultant

FORMER EXPERIENCE WITH TD BANK,
CHRYSLER FINANCIAL, AND GENERAL
MOTORS



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INTRODUCTION

Success Stories

1 Jobs

IT in the D is proud to boast that we have helped to facilitate over 2,000 job placements in the Metro Detroit IT community. We have created a formula that is conducive to job seekers and hiring professionals alike.

2 Media Coverage

We have been featured on WDIV, Fox2, WXYZ Channel 7, 96.3 DVD, Mlive.com, Crains Detroit, CNN Money Magazine, and more.

3 Awards

Our founders have won awards as of late such as L Brooks Patterson's 40 under 40 award, Rick Snyder's Shifting Gears Award for Transformation of Lives and People, and most recently from the US Military for Commitment.

4 Community

We have always believed in giving back, and in doing so, have committed to organizing and helping such organizations as Operation: Kid Equip, the US Military, Michigan Shifting Gears, The Pink Fund and Angels of Hope.

SUMMARY

IT in the D has worked tirelessly for more than 10 years in building a model, a group, and a core set of principles we are extremely proud of. This is something that this city has sorely lacked and we believe we have fulfilled a niche that is, pardon the cliché, often imitated, but never duplicated.

We will always hold strong to our core beliefs and stay true to our membership base at all cost. At the end of the day, we love Detroit and want to see it flourish and succeed and IT in the D is the perfect cog to getting a spotlight on the Metro Detroit IT community and to showcase what we are capable of.



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INTRODUCTION

What We Do



The Podcast Network

Leveraging the popularity and growth of our own show, we started the Podcast Detroit network in July of 2015 out of a single studio in Ferndale, MI. Not even a year and a half later, www.PodcastDetroit.com is now the home of more than 70 shows broadcasting on a weekly basis out of our building in Royal Oak, MI with three studios, and in December of 2016 we opened another studio in the historic Penobscot building in downtown Detroit.

The network reaches more than 4 million listeners every month in total, and is the home for shows talking comedy, sports, local events, technology, relationships and more.

That reach is always at our disposal...and yours.



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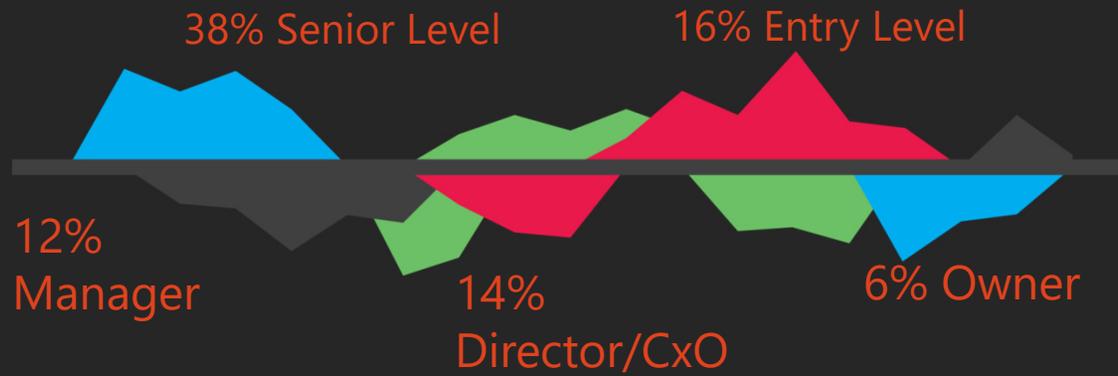


STATISTICS

IT in the D

STATISTICS

Demographics - Seniority



*Stats via LinkedIn



www.ITintheD.com



STATISTICS

Demographics

90% Metro
Detroit

1% Lansing

1% Grand Rapids

1% Chicago

7% Other US



GLOBAL REACH, LOCAL FOCUS

*Stats via LinkedIn

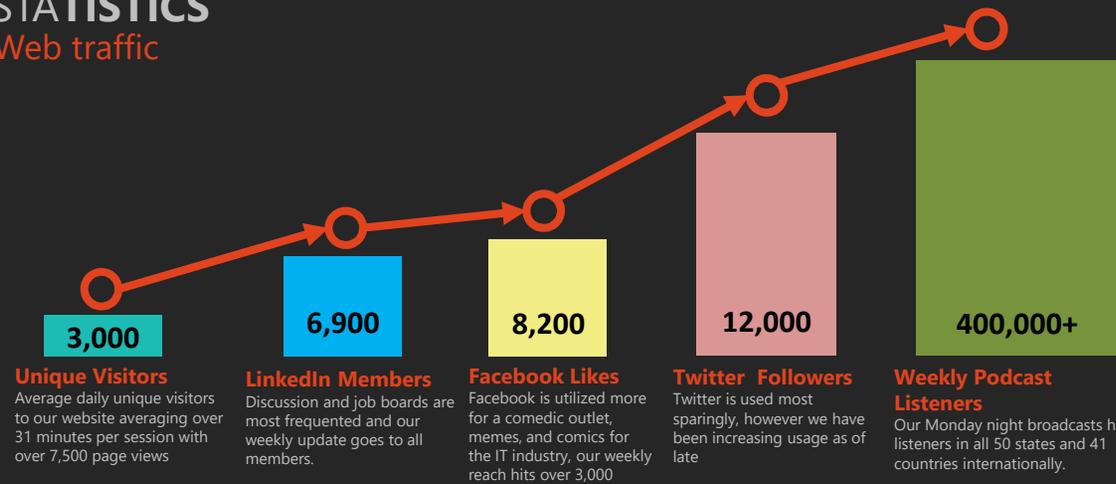


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STATISTICS

Web traffic



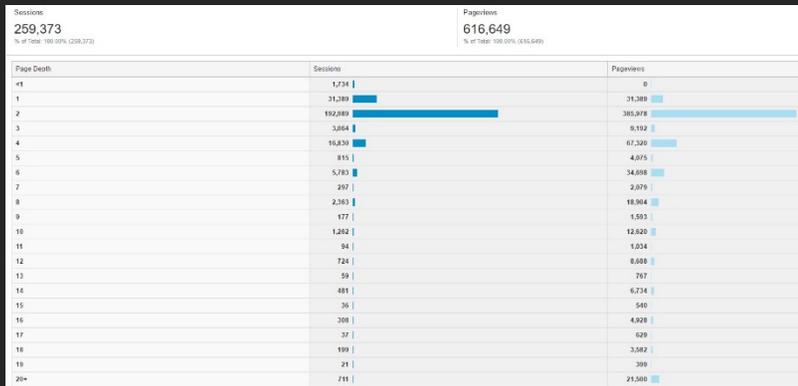
*Statistics are as of February, 2017

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STATISTICS

Website



Users Get Engaged, Stay Engaged



STATISTICS

Website



2017: A Year of New User Acquisition and Growth



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WHY YOU CARE

IT in the D

WHY YOU CARE

Why sponsor IT in the D?

1 Unique Value Proposition

IT in the D is a laser-focused niche, has a proven track record, and offers a unique blend of opportunities that nobody else can touch. No other entity can tell you that they have the focus, the reach, the reputation or the results that we do.

2 We Help Those Who Help Us

Talk with any of our previous sponsors, or even any of the people that have been members of our group for a while, and they'll all tell you the same thing – networking and relationships are the very essence who we are and what we do. That means that when you partner with us to help us accomplish our goals, we make sure we help you reach yours, too.

3 Return On Investment

Our show guests thank us for the repeat traffic through their doors and rattle our cages for return appearances. Our event sponsors rave about the caliber and quality of the people they're exposed to and the positive impact to their bottom line. Our unique blend of on-air, in-person, and virtual opportunities means that no matter who you're trying to reach, we've got a way to get you in front of them.

SUMMARY

When you get involved as a sponsor of IT in the D in any capacity, you're not just paying for a web ad, a radio spot, or a place to hang your banner in a "spray and pray" fashion. What you're doing is building and fostering a relationship with a group of individuals that has proven time and time again that they're the right people to know and be involved with when it comes to the metro Detroit information technology scene.

You're helping us achieve your goals...and we've spent too long building the reputation for our group, and our own personal credibility...to do anything but help you achieve yours as well.



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PRICING

IT in the D

SPONSORSHIP OPPORTUNITIES



Events

Hit from 100 to 1000 local IT folks in person.

Our events run monthly and are solely geared toward the IT industry.



Website

Banner ads. Email blasts.

Hit over 2,000 uniques a day that spend 31 minutes a session reading our material.



Podcast

Our weekly shows have hit over 400,000 listeners per show in all 50 states. Want us to read a commercial? Want to be a guest?



Core Sponsor

Be a part of IT in the D holistically. Help your brand while helping a movement.

We have the reach to fulfill your niche branding needs.



www.ITintheD.com



READY?

Contact Us



So now you've seen the story.

You've read the numbers, reviewed the metrics.

What's next?

Simple – get in touch with us and let's put together a plan of attack that's right for you and maximizes your experience with us.

Email: contact@ITintheD.com

Web: <http://www.ITintheD.org/welcome/contact-us/>



www.ITintheD.com





THANK YOU
IT in the D