



Media Kit

Online Sponsorship

TORONTO ASSOCIATION OF SYSTEMS AND SOFTWARE QUALITY

2009

Media Kit

Online Sponsorship

Overview

TASSQ will be unveiling a new, refreshed, and exciting website in Fall 2009. The new site will include an emphasized sponsor section on the homepage so that we can show off our proud sponsors and thank them for their support. With your sponsorship, your logo and a brief company description or tagline will be visible to more than 4500 unique visitors monthly. Visitors will be able to click on your logo and transport directly to your site.

Benefits to Sponsors

- Logo and description / tagline listing directly on the TASSQ homepage – the most visited page of the TASSQ site. Logo position in the hierarchy is distributed on a first come, first serve basis.¹
- Advertising in the IT community – your logo will be viewed by more than 4500 unique visitors each month, all with an interest in the IT industry.
- Your logo will be linked to your website for easy access to curious visitors. Anyone on the TASSQ homepage is one click away from your site.
- Your company will receive a free TASSQ Corporate Membership each year that you are a sponsor.²
- Recruiting? Your company will receive 10 free job postings and a 15% discount for our Job Board program allowing you to buy job posting packages at reduced rates. Your corporate logo is also posted on job posting pages next to your listing.³
- Monthly emailed click-thru information –depending on package plan.⁴

Audience

Visitors to the TASSQ site include a range of professionals in the IT industry, including Software Testers and testing professionals, Quality Assurance professionals, independent consultants and contractors, project managers, industry standards professionals, IT students and professors, recruiters, job seekers, and more. These individuals range from students to top level executives. Some of the world's largest companies are involved with TASSQ and frequently visit the site for meeting updates and other useful information.

Current Metrics

Average Unique Visitors (monthly): 1000-3000

Average Time on Site: 5-15 minutes

Web Search Page Rating: 46

Projected Metrics for New Website

4500+

20-30 minutes

65-70

¹ Tagline or brief description only available with The Works! or Hold the Dressing packages.

² Only available with The Works! package.

³ Only available with The Works! package.

⁴ Only available with The Works! or Hold the Dressing packages.

Social Media Footprint

LinkedIn: TASSQ has a group on LinkedIn named “Testing and Quality Professionals Network”. This is a relatively new group with current members numbering 80 and growing. There are tips and articles posted to this group as well as TASSQ monthly newsletter postings. There are many opportunities for readers to follow links through to the TASSQ homepage, where your logo will be stationed.

Packages & Pricing

Packages

	The Works!	Hold the Dressing	Just a Taste
Standard Size (TBD with launch of new website)	12 Months on homepage. Click-thru information provided monthly. Clickable logo and brief description or tagline. Free corporate membership. 15% Discount for Job Board postings packages with 10 free postings.	7 Months on homepage. Click-thru information provided monthly. Clickable logo and brief description or tagline.	4 Months on homepage. Clickable logo. Click-thru statistics provided after 4 month period.
Pricing	\$1500	\$750	\$400

Payments

All payments will be made to TASSQ. Cheque only.

Sponsorship Policy

- No refunds on sponsorship packages.
- TASSQ is not responsible for click-thru activity or lack thereof. We cannot force people to have an interest in your logo link.
- The sponsor must provide the logo in the dimensions specified in the artwork requirements document. The logo will be posted as provided to TASSQ. TASSQ will not edit logos.
- All links and text will be posted as provided by the sponsoring company.