AMPLIFYING YOUR BRAND

with SaaStr

about SaaStr

SaaStr is the world's largest community of SaaS executives, founders, and entrepreneurs.

Our goal is to help everyone get from $0 to $100m ARR with less stress and more success. We do that with a combination of industry-leading content and community connections.

SaaStr began in 2012 as a simple WordPress blog and a few answers on Quora sharing Jason Lemkin's learnings of going from $0 to $100m ARR at EchoSign.

This led to our first meet-ups in 2013 and 2014, the first SaaStr Annual in 2015, the industry's leading podcast in 2016, the first SaaS founder coworking space in 2017, and SaaStr Pro, the first learning management system for SaaS founders, 2018. We also have an affiliated $90m venture fund.

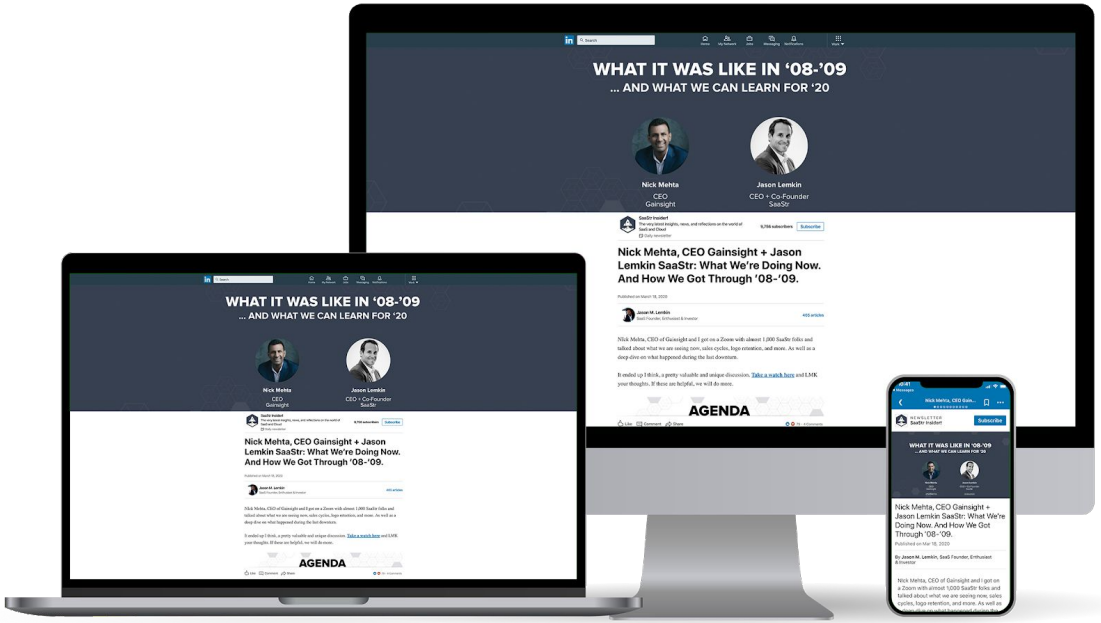
SaaStr has been named one of the Top 100 Blogs for Entrepreneurs by Forbes and one of the 50 Best Websites for Entrepreneurs by Inc. Magazine, and a Top Writer on Quora six times. Jason has been named by Business Insider to the 32 Most Powerful People in Business Technology.

SaaStr Insider

SaaStr Insider

$10,000/ per month, 3 mo minimum

Established in 2019 with the launch of Linkedin newsletters, the SaaStr Insider! features the very latest insights, news, and reflections on the world of SaaS and Cloud. Distributed every weekday via LinkedIn and email, the monthly impressions are over 300,000 per month to the SaaStr community.



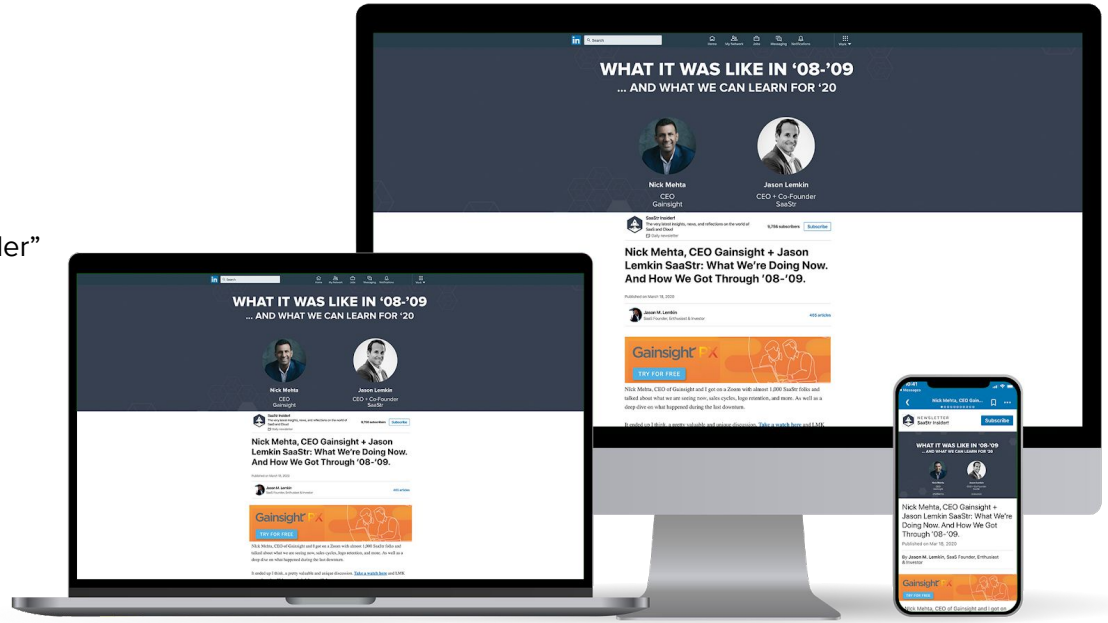
Frequency of distribution: Daily
Medium of distribution: LinkedIn and Email
Number of viewers: 400,000/month, 13,000/day
and growing

SaaStr Insider

$10,000/ per month, 3 mo minimum

Sponsorship Details

- Your approved ad will be featured in our daily newsletter
- Text or image ad options
- Ads run once per day for four consecutive weeks
- Ability to swap ads once
- Exclusive ad placement at the top of “SaaStr Insider”
- Sponsorship is the full month commitment



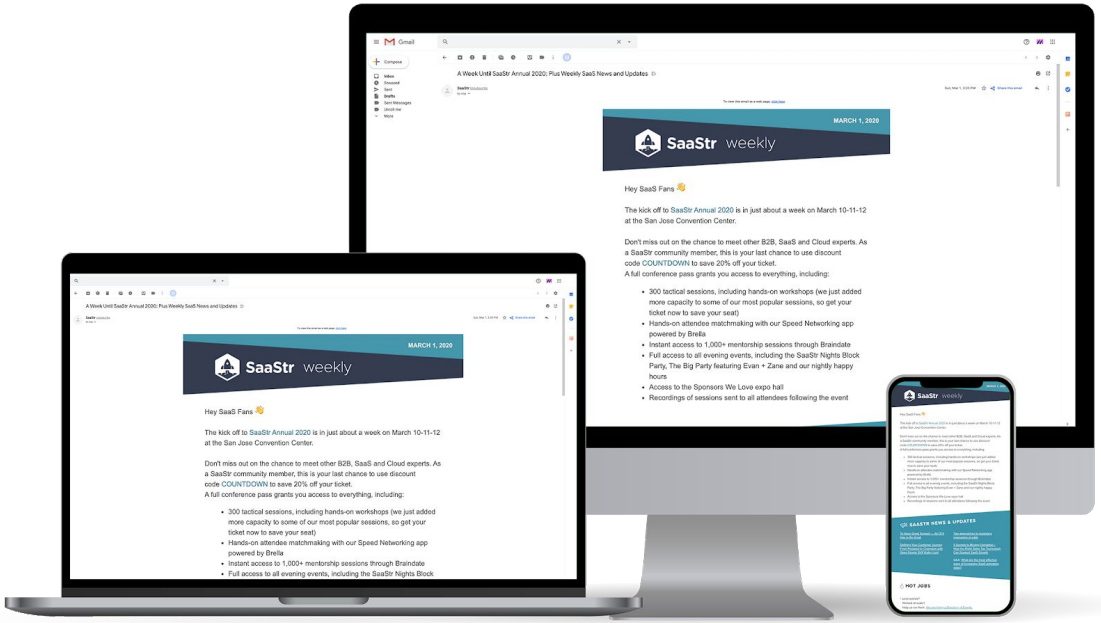
Frequency of distribution: Daily
Medium of distribution: LinkedIn and Email
Number of viewers: 400,000/month, 13,000/day
and growing

SaaStr Weekly

SaaStr Weekly

$10,000/ month; *available to SaaStr Annual sponsors*

The SaaStr Weekly newsletter goes out each and every Sunday to 60K+ SaaS founders, CEOs, and operators.



Frequency of distribution: Weekly on Sundays
Medium of distribution: Email
Number of viewers: 60,000 subscribers

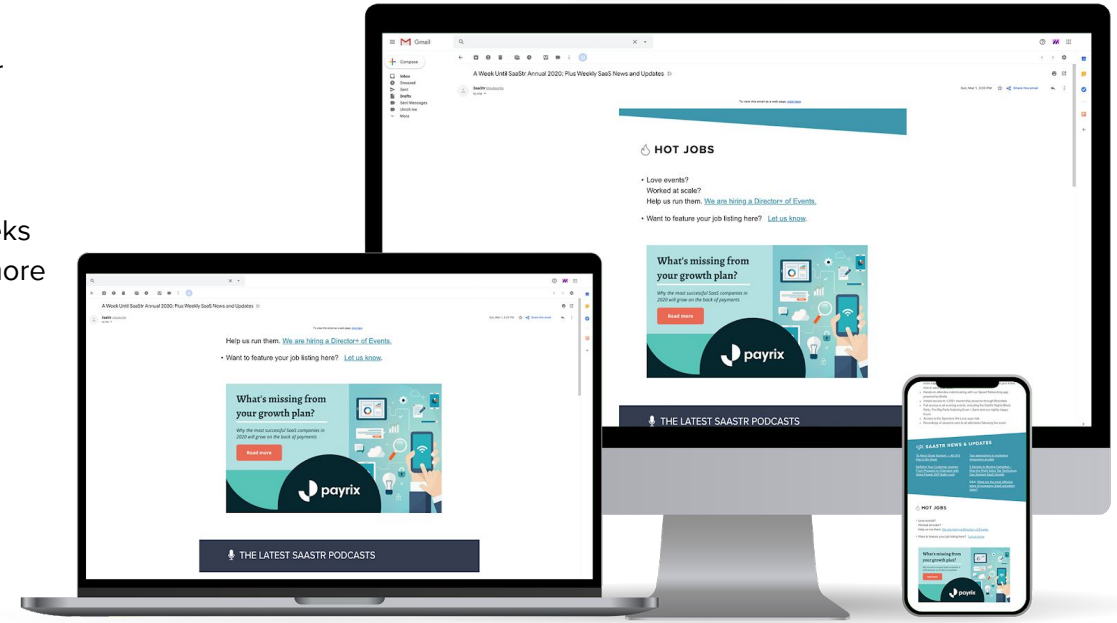
SaaStr Weekly

$10,000/ month; *available to SaaStr Annual sponsors*

Sponsorship Details

- Your ad unit will be front and center in the SaaStr weekly
- Text or image ad options available
- No competing ads
- Ads run once per week for four consecutive weeks
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 18% CTR

SEE EXAMPLE



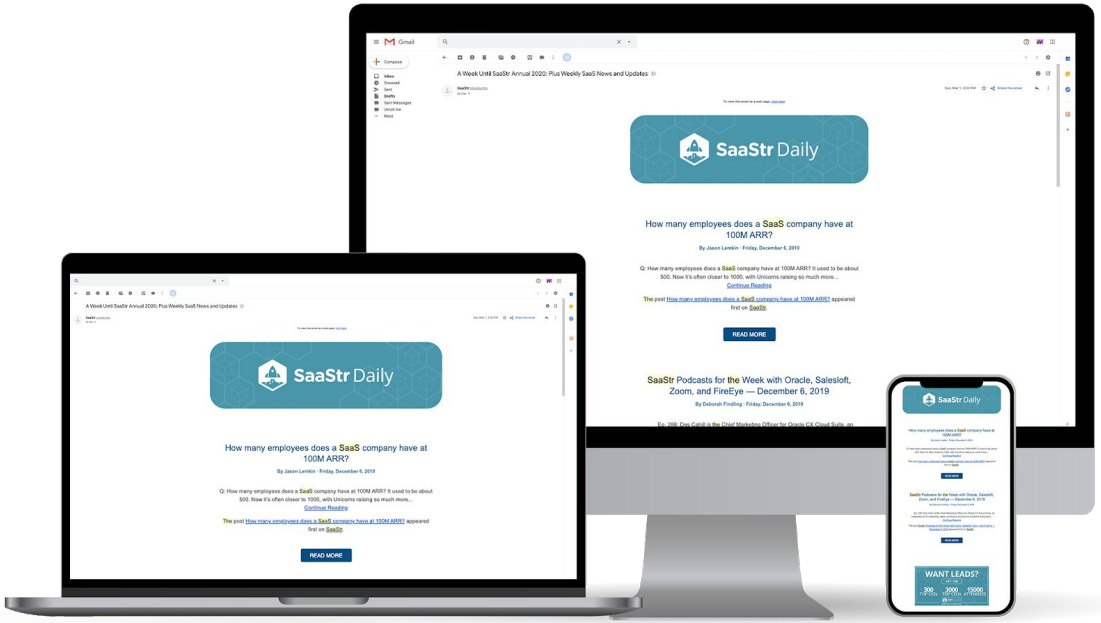
Frequency of distribution: Weekly on Sundays
Medium of distribution: Email
Number of viewers: 60,000 subscribers

SaaStr Daily

SaaStr Daily

$10,000/ per month, 3 mo minimum

The SaaStr daily is an extension of the SaaStr weekly newsletter. Distributed every weekday via email, the monthly impressions are over 185,000 per month to the SaaStr community.



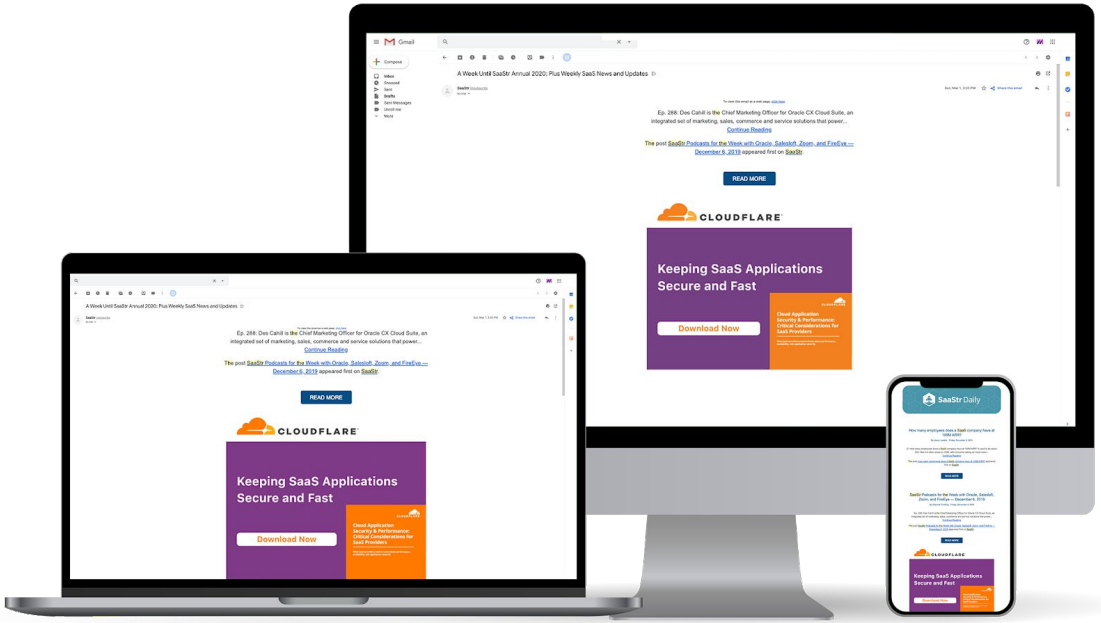
Frequency of distribution: Daily w/ new content
Medium of distribution: Email
Number of viewers: 185,000/month

SaaStr Daily

$10,000/ per month, 3 mo minimum

Sponsorship Details

- Your approved ad will be featured in our daily newsletter
- Text or image ad options
- Ads run once per day for four consecutive weeks
- Ability to swap ads after 1 week
- Exclusive ad placement at the bottom of “SaaStr Daily”
- Sponsorship is the full month commitment



Frequency of distribution: Daily w/ new content
Medium of distribution: Email
Number of viewers: 185,000/month

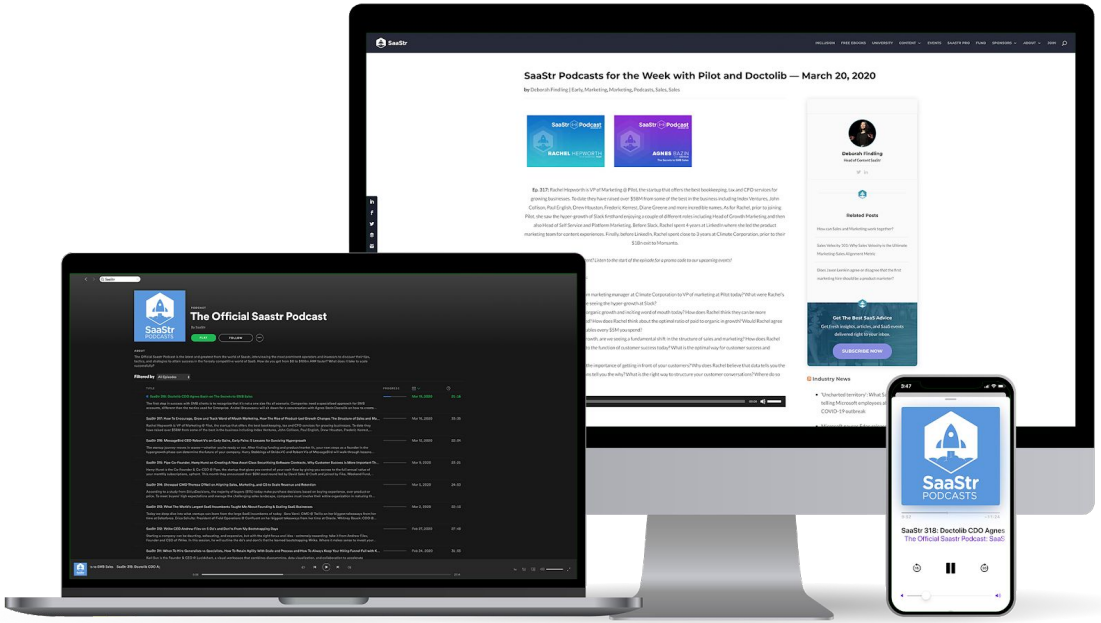
SaaStr PODCASTS

SaaStr PODCASTS

$15,000/ per month, 3 mo minimum

The Official Saastr Podcast is the latest and greatest from the world of Saastr, interviewing the most prominent operators and investors to discover their tips, tactics, and strategies to attain success in the fiercely competitive world of SaaS. How do you get from $0 to $100m ARR faster? What does it take to scale successfully? The first episode weekly features host Harry Stebbings and the second (sponsored podcast which will feature one exclusive sponsor) is our Founder's Favorite episode.

Frequency of distribution: Weekly
Medium of distribution: Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)l
Number of downloads: 120,000/month



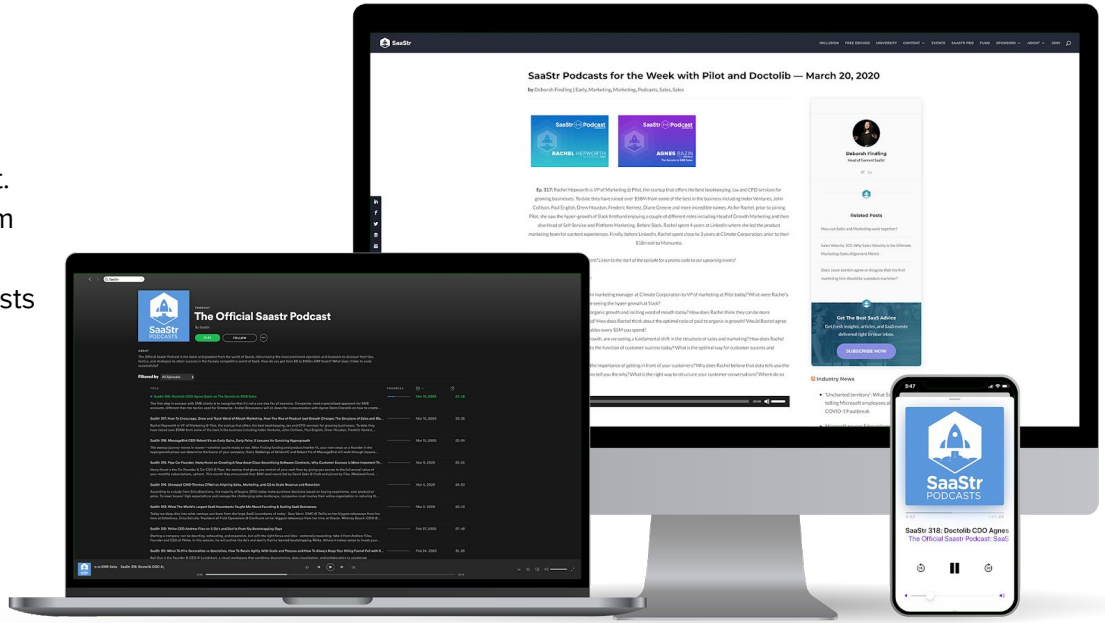
SaaStr PODCASTS

$15,000/ per month, 3 mo minimum

Sponsorship Details

- Your approved script will be featured in a 15-second pre-roll (The first 15 seconds of a podcast) and a 15-second post-roll (The last 15 seconds of a podcast)
- This script will be professional voiced over and added into the edited episode with music under it.
- SaaStr writes up a weekly blog post on SaaStr.com where we feature the sponsor logo as well as a “presented by” on the recap of this week’s podcasts every Friday.

Frequency of distribution: Weekly
Medium of distribution: Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)
Number of downloads: 120,000/month

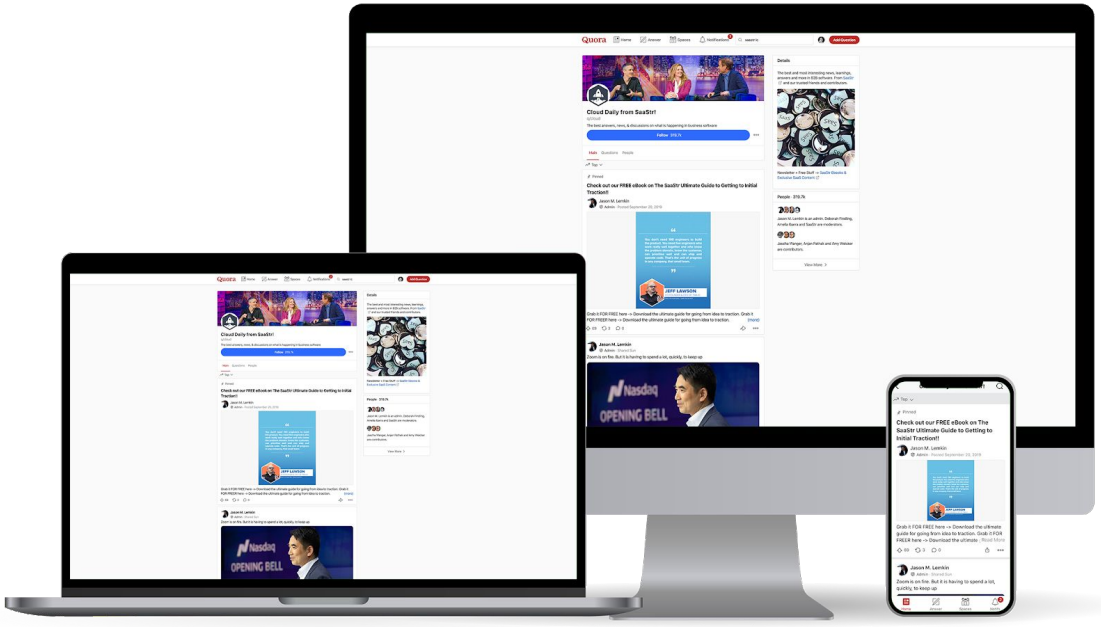


Quora SaaStr

Quora SaaStr

$15,000/ per month

Established in 2019 with of Quora Spaces, the Cloud Daily features the best answers, news and discussions on what's happening in business software. Building on the popularity of Jason's personal Quora feed, the Cloud Daily has already grown to 320,000 SaaS leaders and founders.

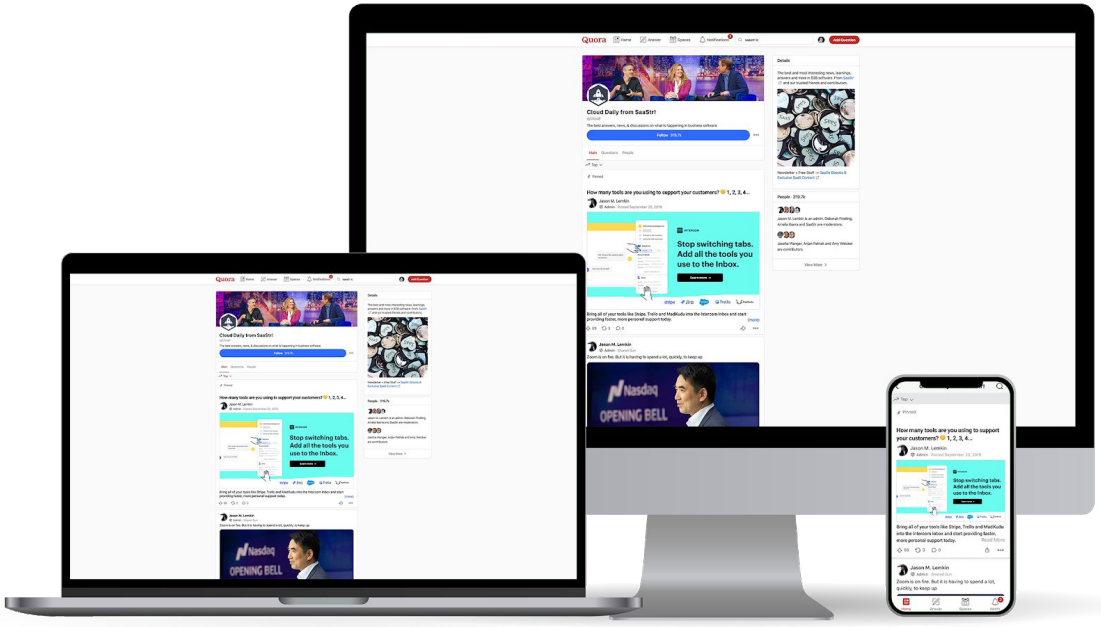


Frequency of distribution: Daily
Medium of distribution: Quora
Number of subscribers: 320,000 *and growing*

Quora SaaStr **$15,000/ per month**

Sponsorship Details

- Your approved ad will be featured in the pinned section of “Cloud Daily” for the entire month
- We will also feature 4 of your approved content pieces, 1 per week, to our Cloud Daily community



Frequency of distribution: Daily
Medium of distribution: Quora
Number of subscribers: 320,000 *and growing*

SaaStr UNIVERSITY

Where The Best in Cloud & SaaS Train To Scale Faster For Free.

SaaStr University is SaaStr's newest and fastest-growing product.

Launched over the holidays in late 2019, SaaStrU *already* has over **5,000 (!)** founders, CEO and SaaS execs logging into SaaStr University **almost every day** to share learnings and read structured course lessons featuring top SaaStr content, videos and more.

SaaStr UNIVERSITY

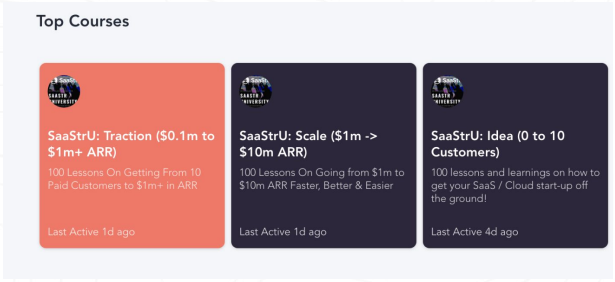
Over 10,000 founders, **CEOs** and other SaaS execs will be on SaaStr University by the end of 2020. Over 2/3ds of the current members are CEOs or founders, representing a highly unique way to reach 1000s of engaged SaaS and Cloud CEOs.

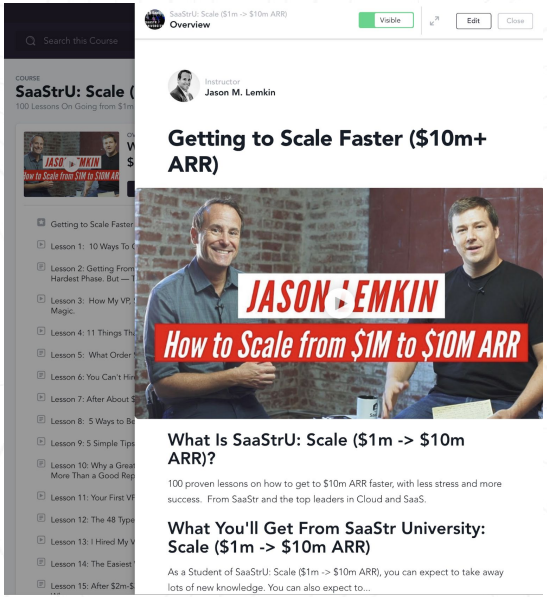
SaaStr University is organized into 3 tracks (soon 5) of 100+ lessons each. Founders on the platform can initially read 5-10 proven lessons, introduce themselves to the group, and share learnings.

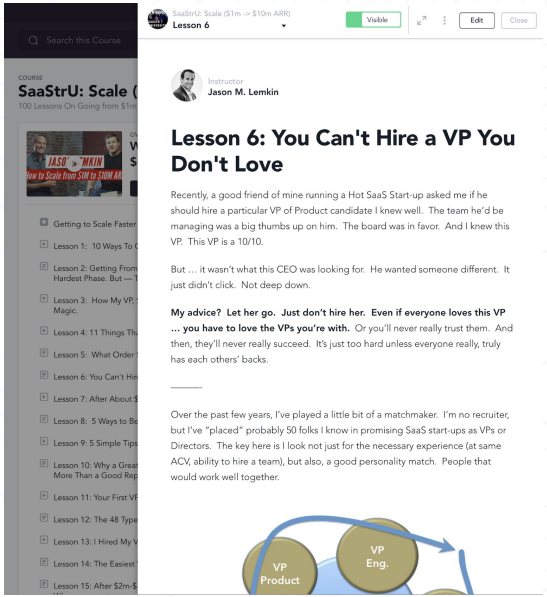
Then, over the following 100+ weeks we send new lessons every 2 days, with extremely high open rates and engagement.

SaaStr University
Audience

SaaStr UNIVERSITY

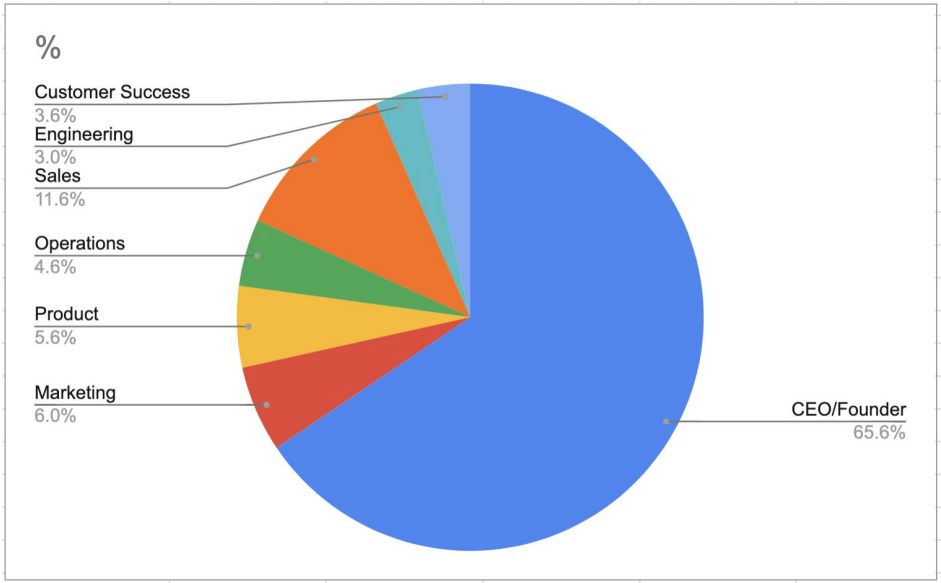






SAMPLE LESSONS

SaaStr UNIVERSITY



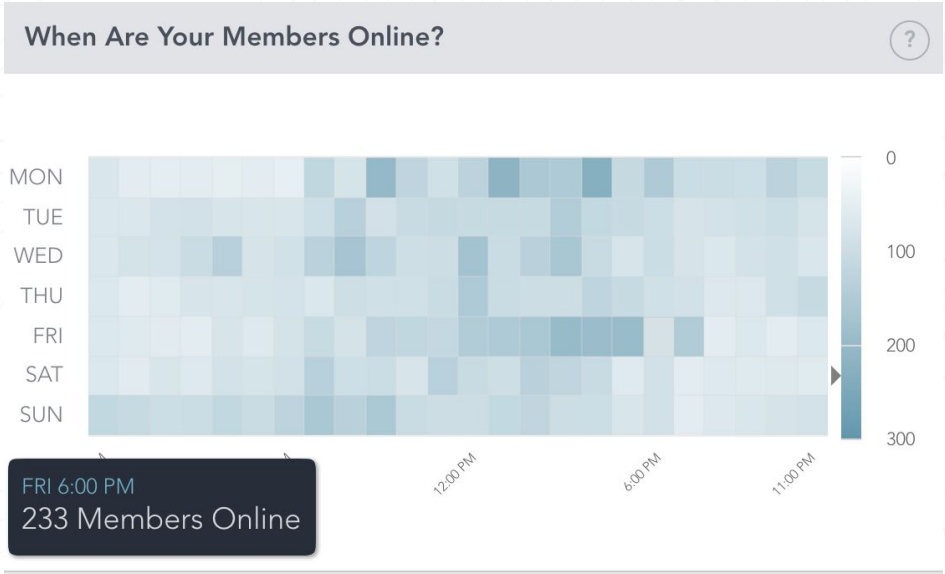
66%

of SaaStr University members are CEOs and founders

SaaStr UNIVERSITY

FRI 6PM

Highest engagement is after work with high intent learning



SaaStr UNIVERSITY

SaaStr University is highly viral

33%

of our new user referrals are from existing CEOs and others on SaaStr University.

SAMPLE MEMBERS

You cheered this yesterday

Matthew White

Why I'm Here

I'm the CEO of Qebot. We're aiming to make SaaS more productive, effective, and cost efficient by creating an app store of business tools that, once purchased, can be accessed and managed through a…CONTINUE

About Me

CEO of Qebot. Helping make SaaS more approachable, productive, and cost efficient for SMB's.

1

+ Share your thoughts...

You cheered this yesterday

Scott Osborne

Why I'm Here

CEO of Total Synergy, a vertical SaaS B2B product and platform offering business an dproject management solutions catering for Architects and Engineers.

About Me

CEO of Total Synergy, a vertical SaaS B2B product and platform offering business an dproject management solutions catering for Architects and Engineers

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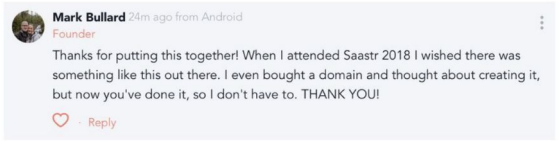
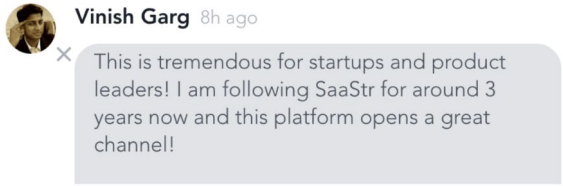
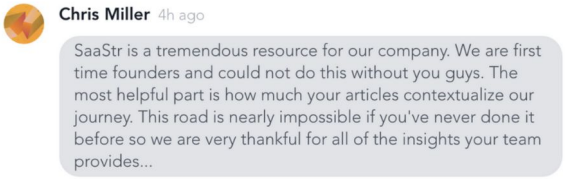
+ Share your thoughts...

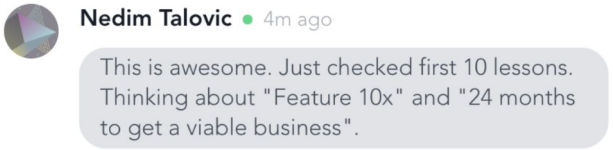
SaaStr UNIVERSITY

MEMBER ENTHUSIASM









SaaStr University Sponsorship Opportunities

SaaStr University is designed first-and-foremost as a tool to help the SaaStr community learn and scale faster.

We do have a ***very limited*** number of sponsor opportunities to be a part of growing community.

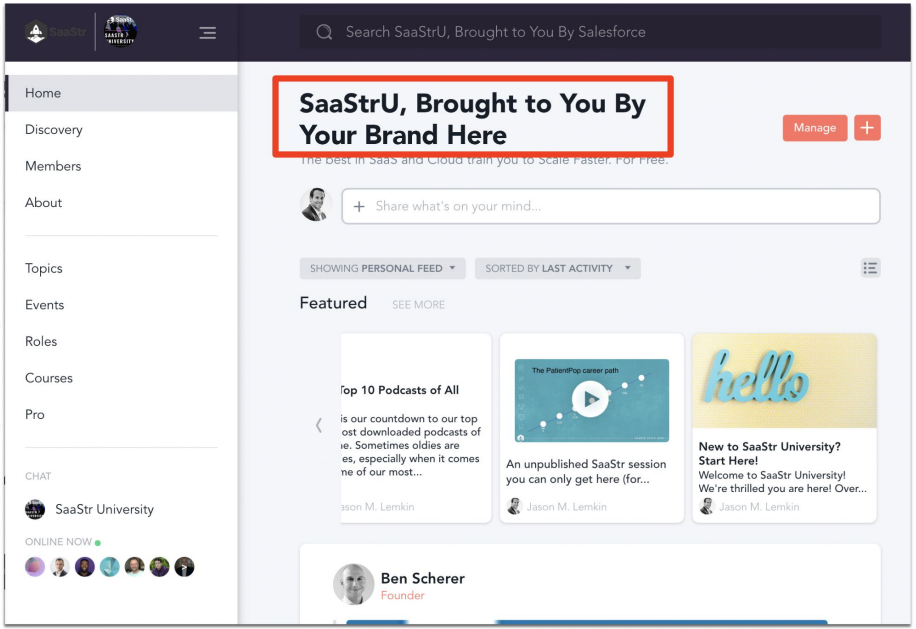
Anchor Sponsor

$25,000/ per month

We have the ability to feature just one (1) Diamond/Anchor sponsor at a time, as our “Brought to You By” Sponsor.

The Anchor Sponsorship is $25k per month with a mandatory annual commitment and includes:

- **Full co-branding** across all of the platform
- **Full inclusion** in all Welcome emails to all new members
- **One direct offer** to the entire base every 30 days (by direct email and post)
- **One Featured post** featured across the platform



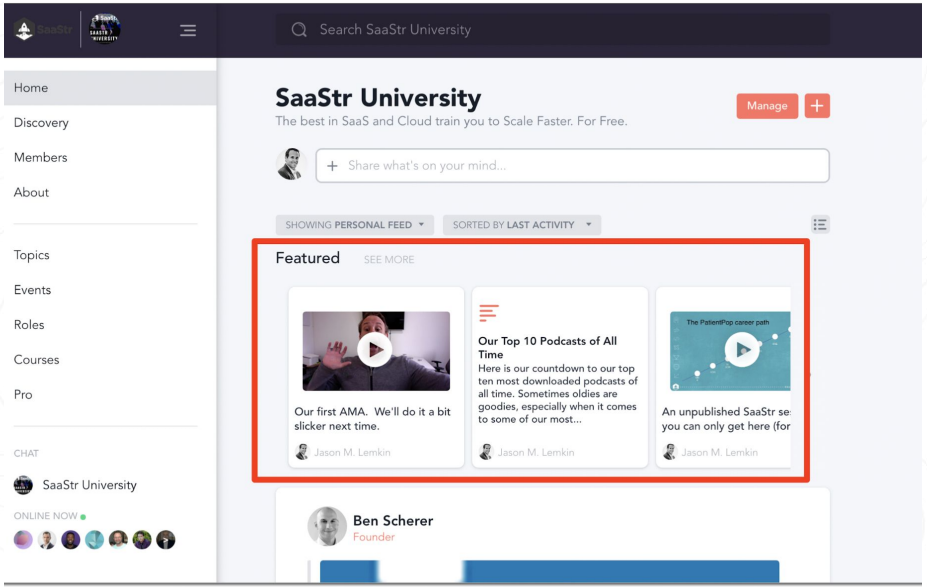
SaaStr UNIVERSITY

Featured Content Sponsor

$10,000/ per month

For $10k a month, we have the ability to promote 1-3 sponsors' featured content to 1000s of Cloud CEOs, founders and execs.

6 month minimum commitment for new sponsors.



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Where The Best in Cloud & SaaS Train To Scale Faster For Free.

SaaStrUniversity.com