

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



SaaSr 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.

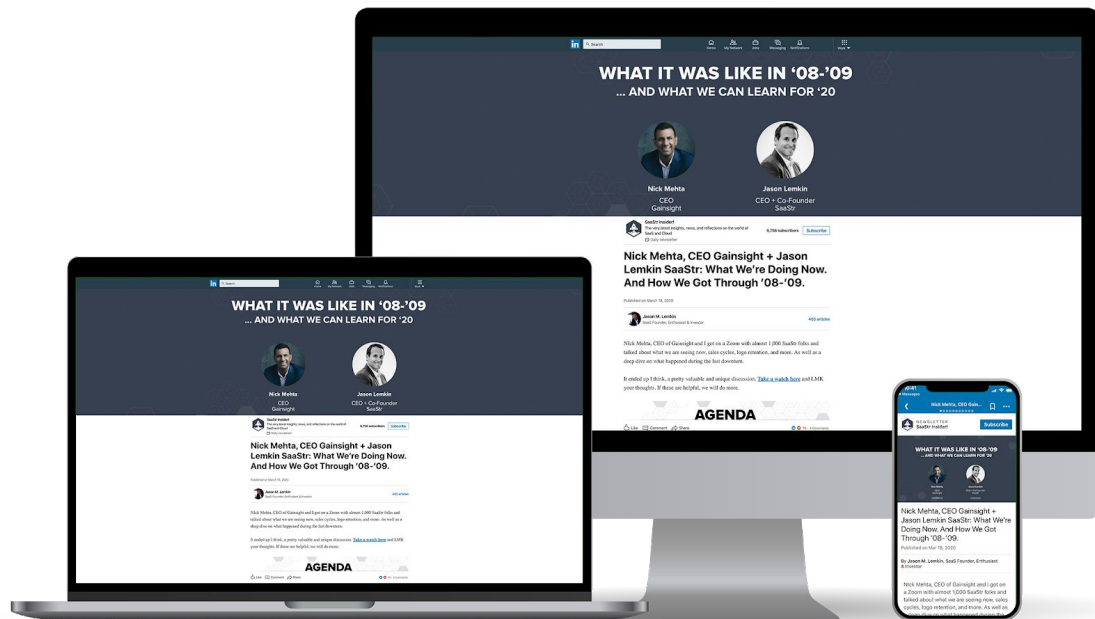
Frequency of distribution: Daily

Medium of distribution: LinkedIn and Email

Number of viewers: 400,000/month, 13,000/day
and growing



SaaStr





SaaStr Insider

\$10,000/ per month, 3 mo minimum

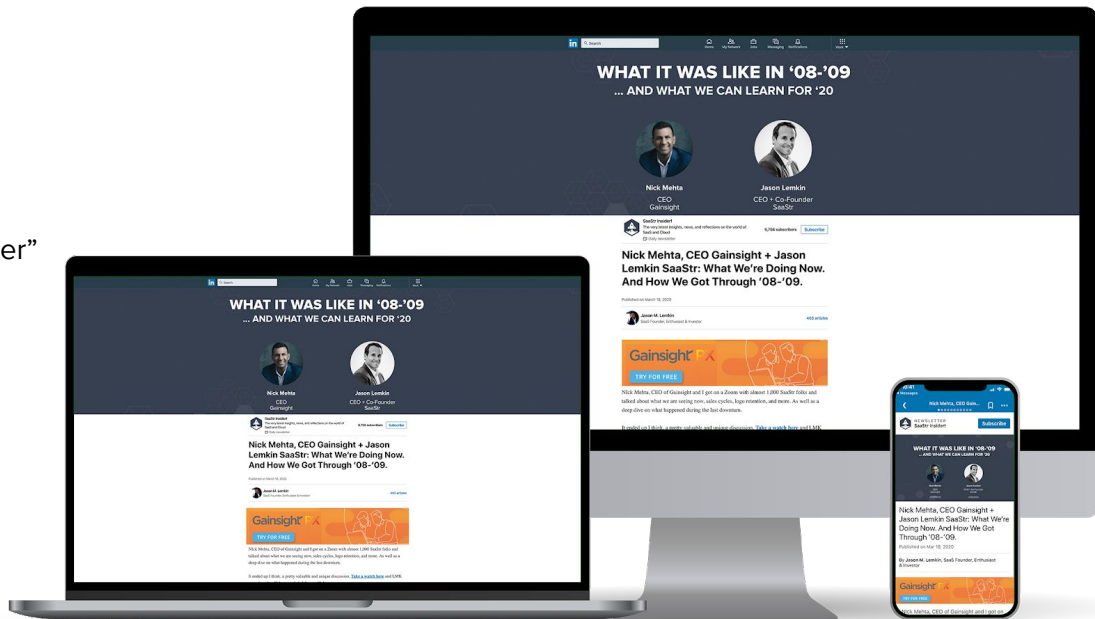
Sponsorship Details

- 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



SaaSr 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.

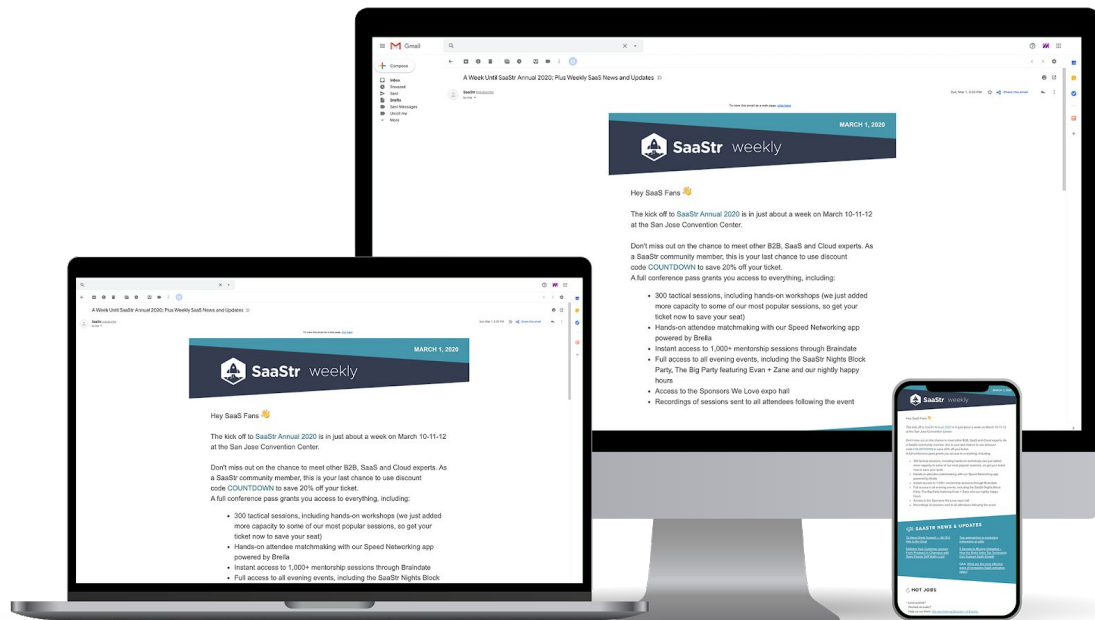
Frequency of distribution: Weekly on Sundays

Medium of distribution: Email

Number of viewers: 60,000 subscribers



SaaStr





SaaStr Weekly

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

Sponsorship Details

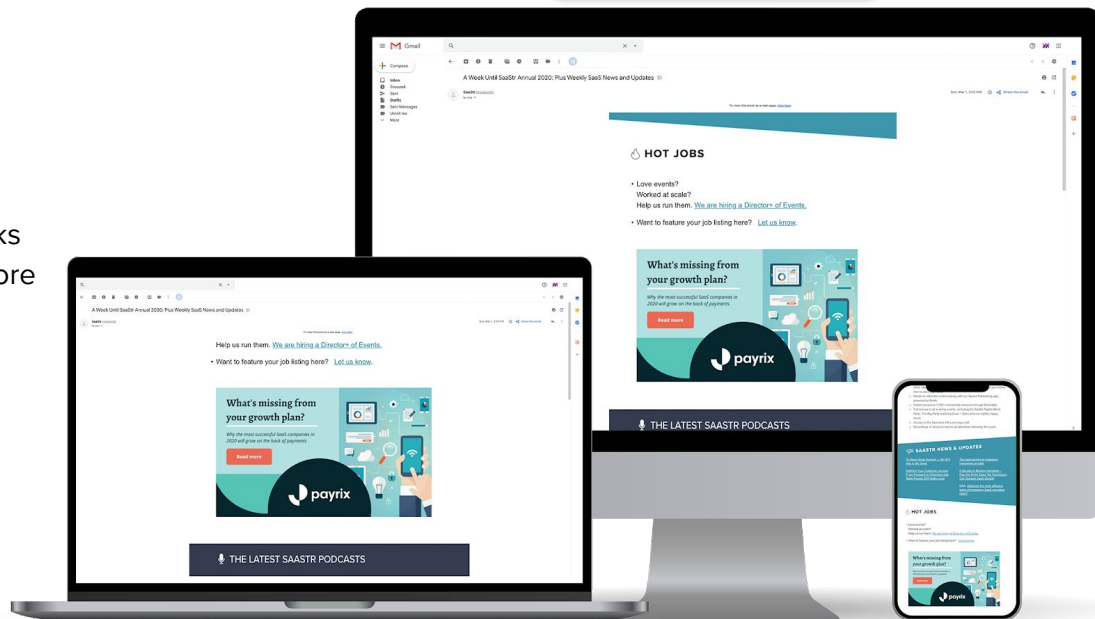
- Your ad unit will be front and center in the SaaStr weekly
- Text or image ad options available
- No competing ads
- Ads run once per week for four consecutive weeks
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 18% CTR

Frequency of distribution: Weekly on Sundays

Medium of distribution: Email

Number of viewers: 60,000 subscribers

SEE EXAMPLE



SaaStr



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.

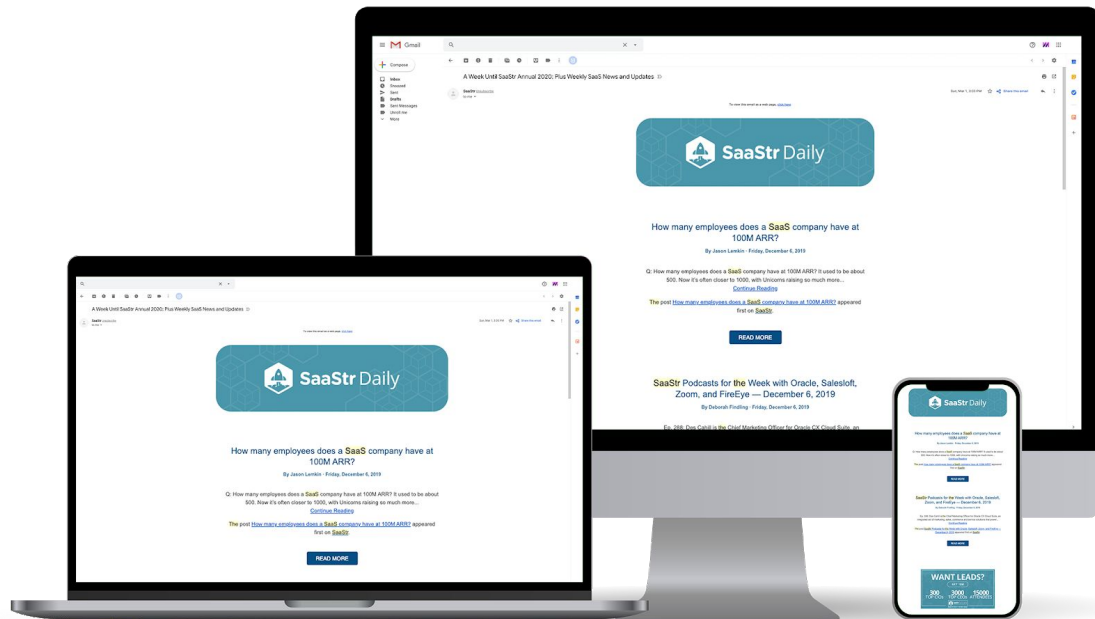
Frequency of distribution: Daily w/ new content

Medium of distribution: Email

Number of viewers: 185,000/month



SaaStr





SaaStr Daily

\$10,000/ per month, 3 mo minimum

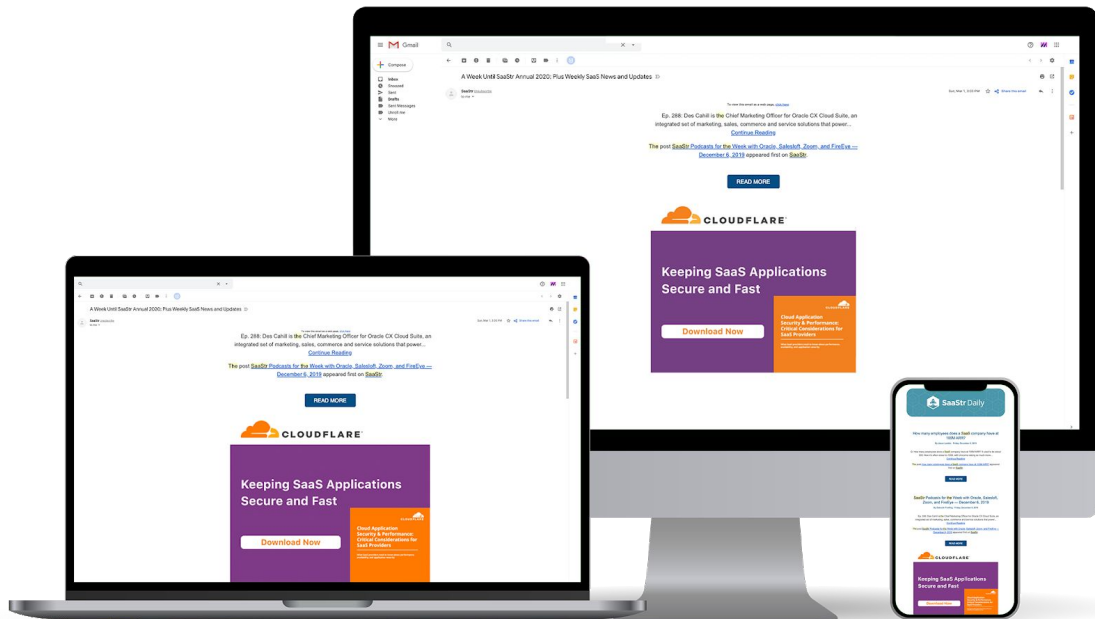
Sponsorship Details

- 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



SaaSr PODCASTS



SaaStr PODCASTS

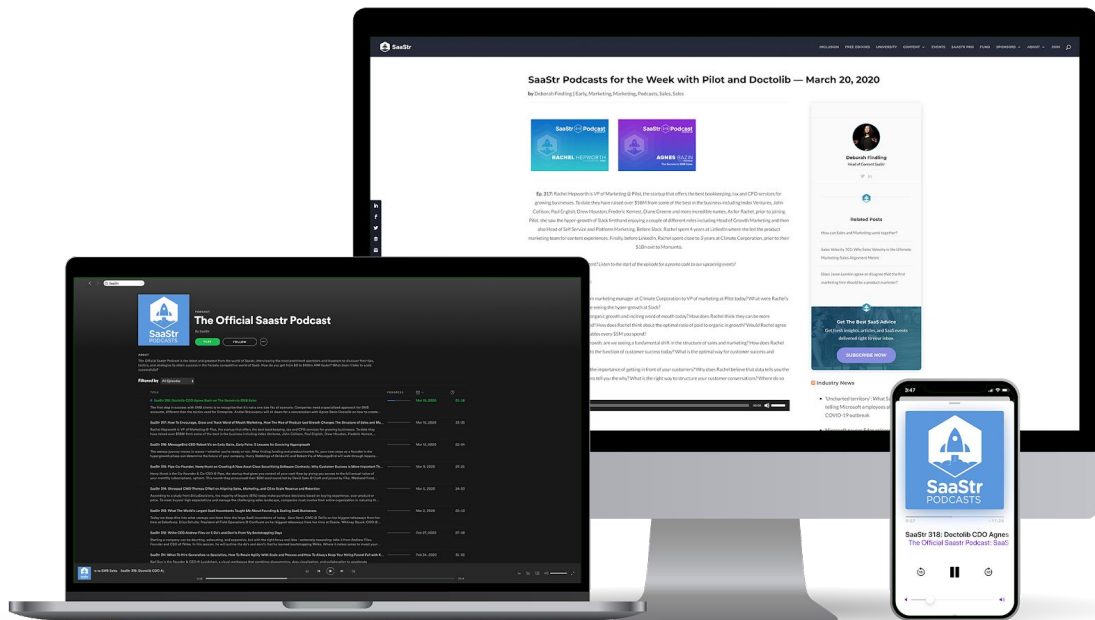
\$15,000/ per month, 3 mo minimum

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)

Number of downloads: 120,000/month



SaaStr



SaaStr PODCASTS

\$15,000/ per month, 3 mo minimum

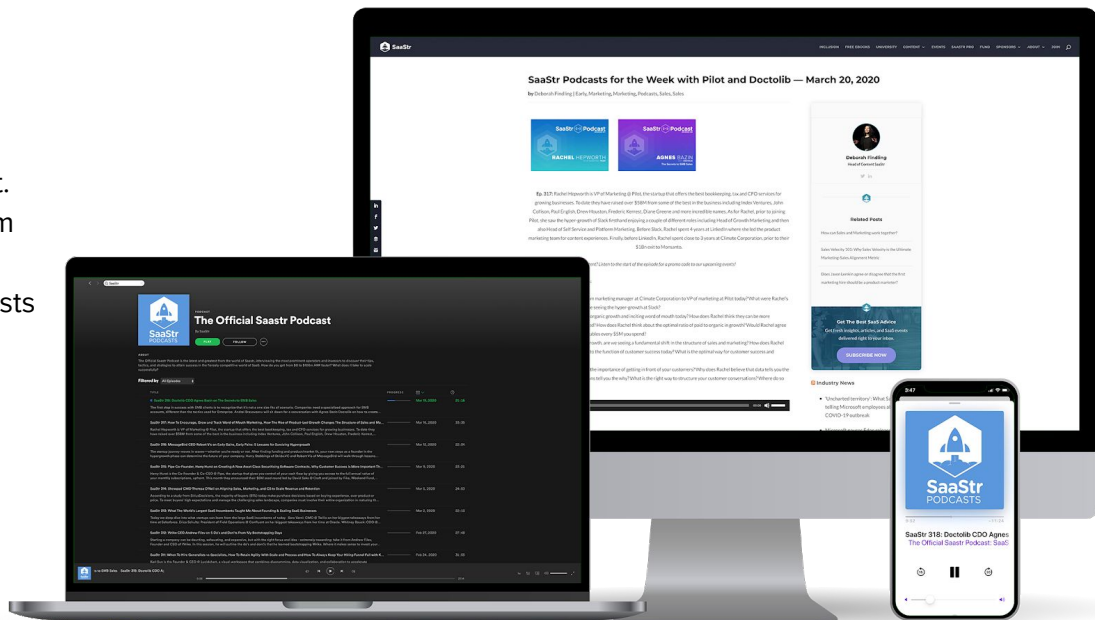
Sponsorship Details

- 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



SaaStr

Quora



SaaStr

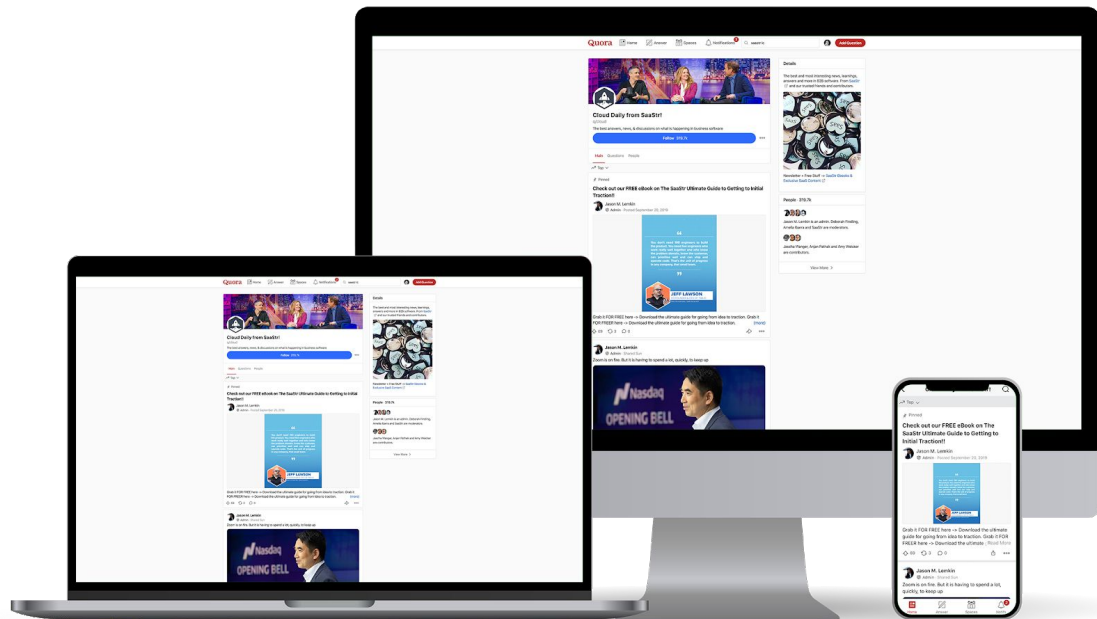
Quora SaaSr **\$15,000/ per month**

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*



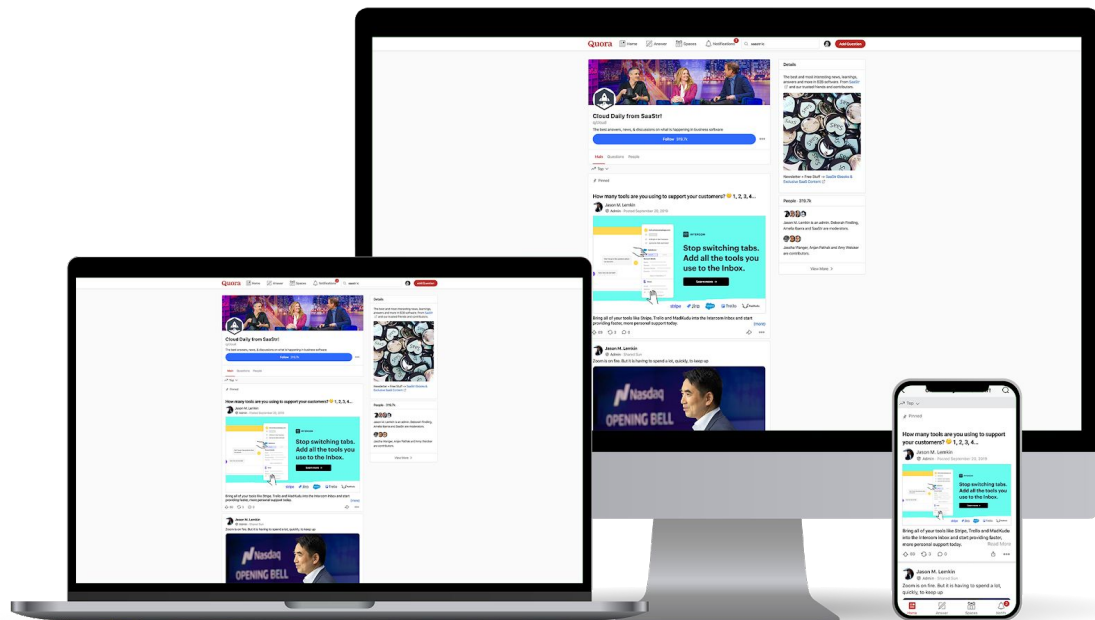
Sponsorship Details

- 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.





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

Top Courses

SaaStrU: Traction (\$0.1m to \$1m+ ARR)

100 Lessons On Getting From 10 Paid Customers to \$1m+ in ARR

Last Active 1d ago

SaaStrU: Scale (\$1m -> \$10m ARR)

100 Lessons On Going from \$1m to \$10m ARR Faster, Better & Easier

Last Active 1d ago

SaaStrU: Idea (0 to 10 Customers)

100 lessons and learnings on how to get your SaaS / Cloud start-up off the ground!

Last Active 4d ago

Search this Course

SaaStrU: Scale (\$1m -> \$10m ARR)

100 Lessons On Going from \$1m to \$10m ARR

Getting to Scale Faster (\$10m+ ARR)

JASON LEMKIN

How to Scale from \$1M to \$10M ARR

What Is SaaStrU: Scale (\$1m -> \$10m ARR)?

100 proven lessons on how to get to \$10m ARR faster, with less stress and more success. From SaaStr and the top leaders in Cloud and SaaS.

What You'll Get From SaaStr University: Scale (\$1m -> \$10m ARR)

As a Student of SaaStrU: Scale (\$1m -> \$10m ARR), you can expect to take away lots of new knowledge. You can also expect to...

Search this Course

SaaStrU: Scale (\$1m -> \$10m ARR)

100 Lessons On Going from \$1m to \$10m ARR

Lesson 6: You Can't Hire a VP You Don't Love

Recently, a good friend of mine running a Hot SaaS Start-up asked me if he should hire a particular VP of Product candidate I knew well. The team he'd be managing was a big thumbs up on him. The board was in favor. And I knew this VP. This VP is a 10/10.

But ... it wasn't what this CEO was looking for. He wanted someone different. It just didn't click. Not deep down.

My advice? Let her go. Just don't hire her. Even if everyone loves this VP ... you have to love the VPs you're with. Or you'll never really trust them. And then, they'll never really succeed. It's just too hard unless everyone really, truly has each others' backs.

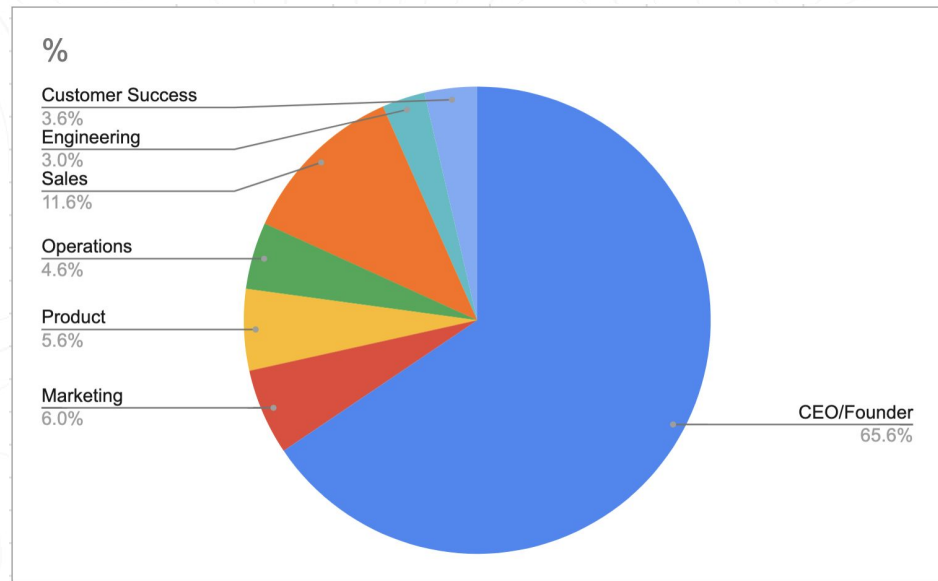
Over the past few years, I've played a little bit of a matchmaker. I'm no recruiter, but I've "placed" probably 50 folks I know in promising SaaS start-ups as VPs or Directors. The key here is I look not just for the necessary experience (at same ACV, ability to hire a team), but also, a good personality match. People that would work well together.

SAMPLE LESSONS





SaaStr
UNIVERSITY



66%

of SaaStr University members are CEOs and founders

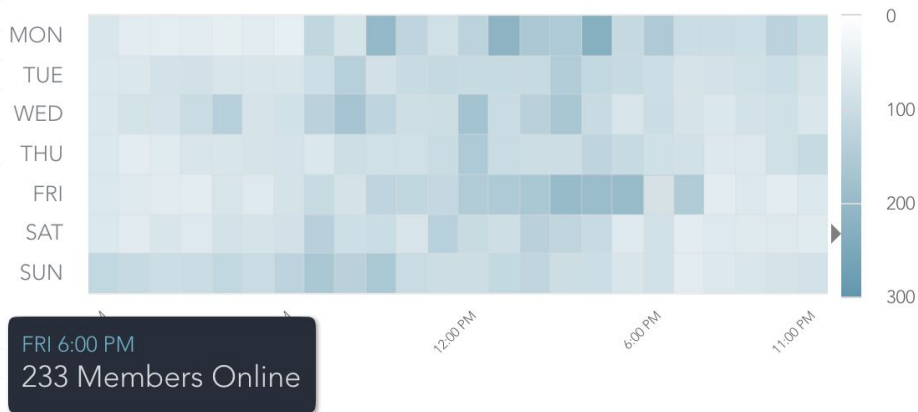


SaaStr
UNIVERSITY

FRI 6PM

Highest engagement is after work
with high intent learning

When Are Your Members Online?





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.



+ 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



+ Share your thoughts...



SaaStr UNIVERSITY

MEMBER ENTHUSIASM



Mark Bullard 24m ago from Android
Founder

Thanks for putting this together! When I attended Saastr 2018 I wished there was something like this out there. I even bought a domain and thought about creating it, but now you've done it, so I don't have to. THANK YOU!

♡ Reply

Andrey Delov cheered this 3h ago



Fes Askari
New Member

What a great resource! I've always loved the SaaStr video content but to have it collated together like this is really powerful. I'm always seeking out the best insights on SaaS and tech marketing to help forward our agency thinking.



Vinish Garg 8h ago



This is tremendous for startups and product leaders! I am following SaaStr for around 3 years now and this platform opens a great channel!



Chris Miller 4h ago

SaaStr is a tremendous resource for our company. We are first time founders and could not do this without you guys. The most helpful part is how much your articles contextualize our journey. This road is nearly impossible if you've never done it before so we are very thankful for all of the insights your team provides...

You cheered this 2h ago



Tim Boyne
Product

Just saying... This whole thing is ridiculous... Its insanely good. Exactly the words we need to hear at exactly the right time.

SaaStrU: Scale (\$1m -> \$10m A...

Posted yesterday · Posted from iOS app



Nedim Talovic 4m ago

This is awesome. Just checked first 10 lessons. Thinking about "Feature 10x" and "24 months to get a viable business".

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.



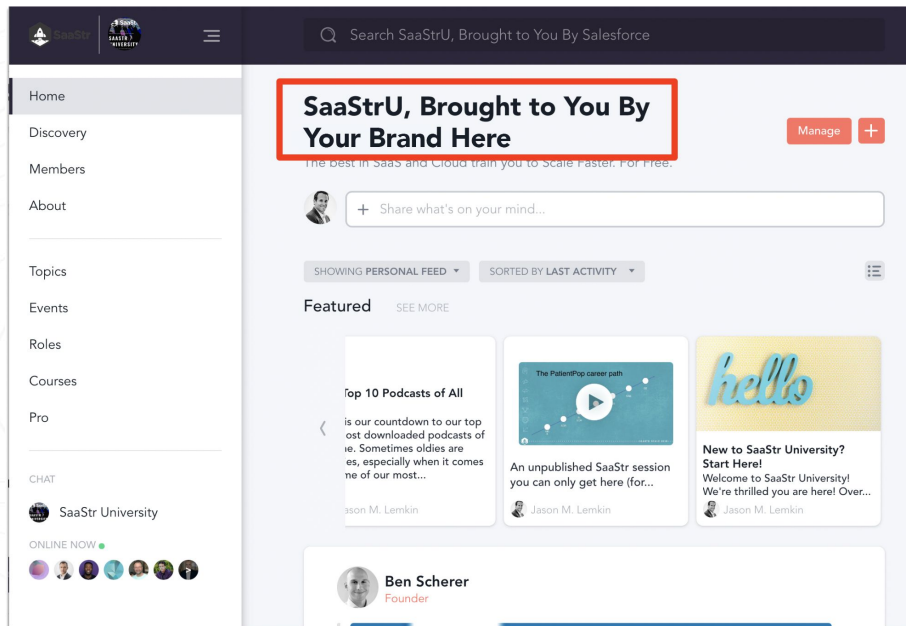
Anchor Sponsor

\$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



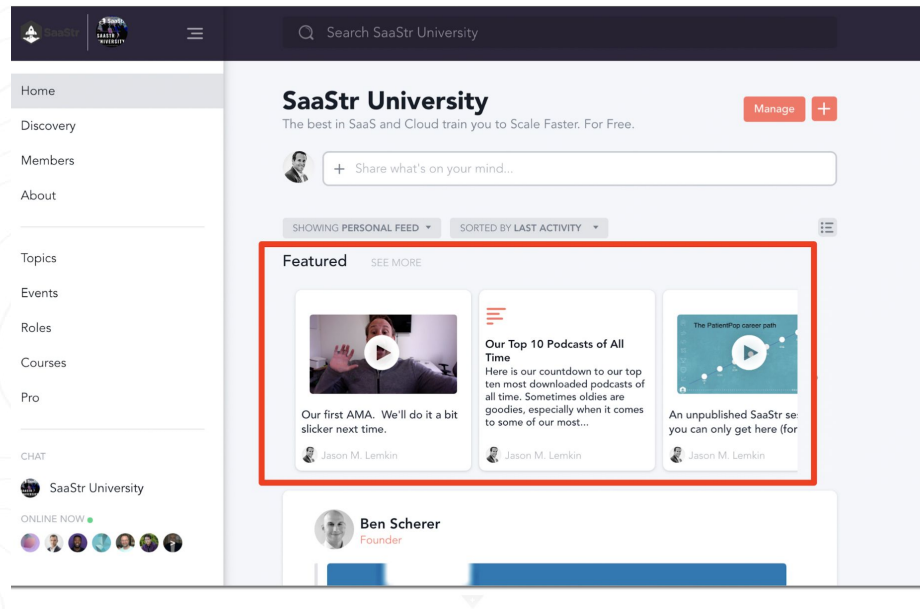


Featured Content Sponsor

\$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.





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

SaaStrUniversity.com