

TOP TECH TIDBITS MEDIA KIT

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Top Tech Tidbits

 The Week's News In Access Technology



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The Week's News in Access Technology



Readership: 44,000 + per week. (And growing.)

Frequency: Weekly on Thursdays at 6:00 AM ET.

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About The Publication: Founded in 2004, Top Tech Tidbits is the world's leading not-for-profit access technology publication that reaches over 44,000 blind, low vision, deaf, hard of hearing, deafblind, neurodivergent and/or disabled professionals, educators and enthusiasts, all over the world, each week.

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1.) Key Newsletter Statistics: Current Subscribers: 44,000 +. Open Rate: 46%. Click Rate: 42%. Bounce Rate: 1.1%. Ad CTRs: 2-12% (Averages. Last 12 months.) For verification of our stated subscriber counts, please visit our [Subscriber Count Screen Shots](#) section.

2.) Featured Advertisement Cost: \$200 / issue.

- A. **Exclusivity:** Only one (1) Featured Advertisement is included in each issue.
- B. **Placement:** Featured Advertisements are placed at the very top of the newsletter, just under the title.
- C. **Scheduling:** You can schedule your Featured Advertisements in advance by checking availability here: <https://toptehtidbits.com/calendar-for-advertisers/>.
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- E. **Free Link Tracking:** Monitor the traffic for all of the URLs that point to your domain from Top Tech Tidbits directly from within your own Google Analytics account by picking up our UTMs here: <https://toptehtidbits.com/analytics/>.
- F. **Cost Breakdown:** Top Tech Tidbits charges only **\$50 USD per 10,000 readers served**. This fixed cost keeps the publication running as it grows while allowing businesses and organizations to reach an exclusive and highly engaged audience within the access technology sector at one of the most cost-effective rates available in digital media today.

3.) All Featured Advertisements Include:

- A. **Title:** (128 characters or less.)

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B. **Links:** (Up to 4 links. Your tracking or [ours](#).)

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"The greatest barrier to accessibility is indifference." 💡

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