



**2015 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 5,600 members on LinkedIn, averages over 100 attendees at our monthly socials, has hit nearly 1,000 attendees at our bi-annual Pink Slip Party, gets roughly 150,000 monthly unique visitors and 600,000 views reading our blog series, and gets nearly 250,000 listeners per week on our podcast.

We look to 2015 and beyond as **IT in the D** becoming the de facto standard for the Metro Detroit Information Technology movement.



# 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 a bi-annual 'Pink Slip Party' in Detroit which has turned into a wildly successful "anti-job fair" with over 1,600+ jobs filled to date.



### Blog Series / Public Speaking

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

Those topics resulted in more than 30 highly rated speaking engagements delivering our wit, wisdom, knowledge and self-deprecating honesty, and we're available for your events as well.



### 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 from their custom built studio 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.



# INTRODUCTION

## Our Team

### David Phillips THE GEEK

Management Consultant

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



### Bob Waltenspiel THE SALES GUY

Partner Account Manager  
CISCO SYSTEMS

FORMER EXPERIENCE WITH  
HEWLETT-PACKARD, DELL, AND  
NEC



# INTRODUCTION

## Success Stories

### 1 Jobs

IT in the D is proud to boast that we have helped to facilitate over 1,400 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 spotlight on the Metro Detroit IT community and to showcase what we are capable of.





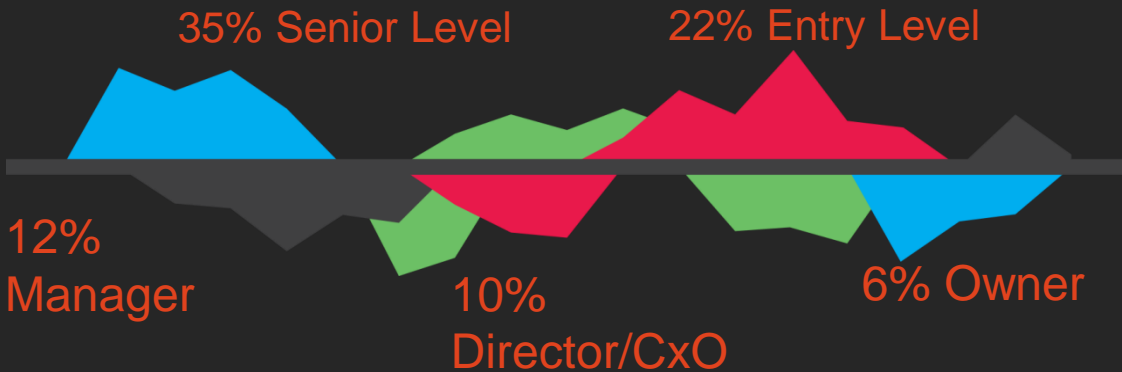
# STATISTICS

IT in the D



# STATISTICS

## Demographics - Seniority



\*Stats via LinkedIn



# STATISTICS

## Demographics

90% Metro  
Detroit

1% Lansing

1% Grand Rapids

1% Chicago

7% Other US

**GLOBAL REACH, LOCAL FOCUS**

\*Stats via LinkedIn



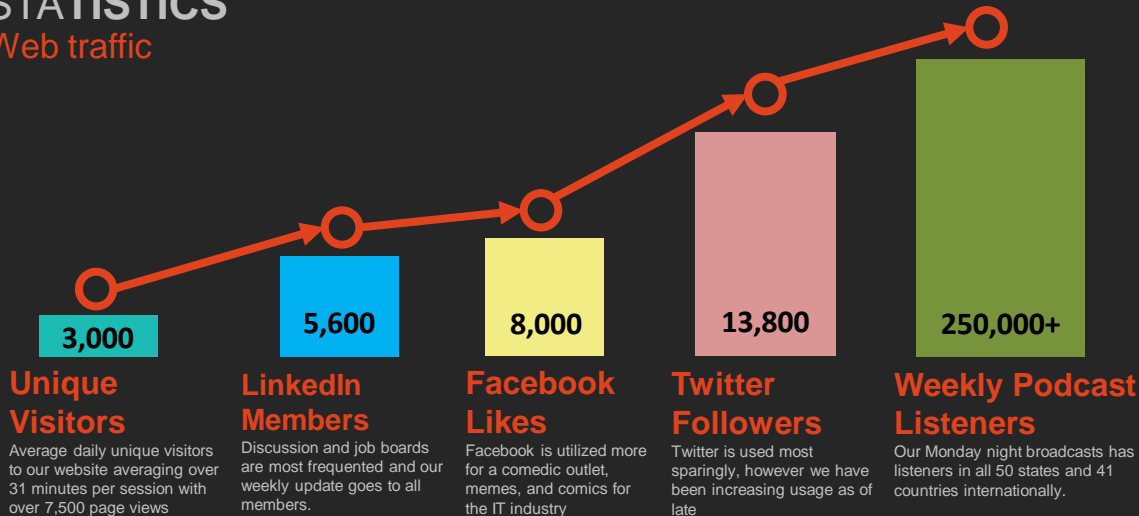
[www.ITintheD.com](http://www.ITintheD.com)





# STATISTICS

## Web traffic



\*Statistics are as of January, 2015

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# STATISTICS

## Website

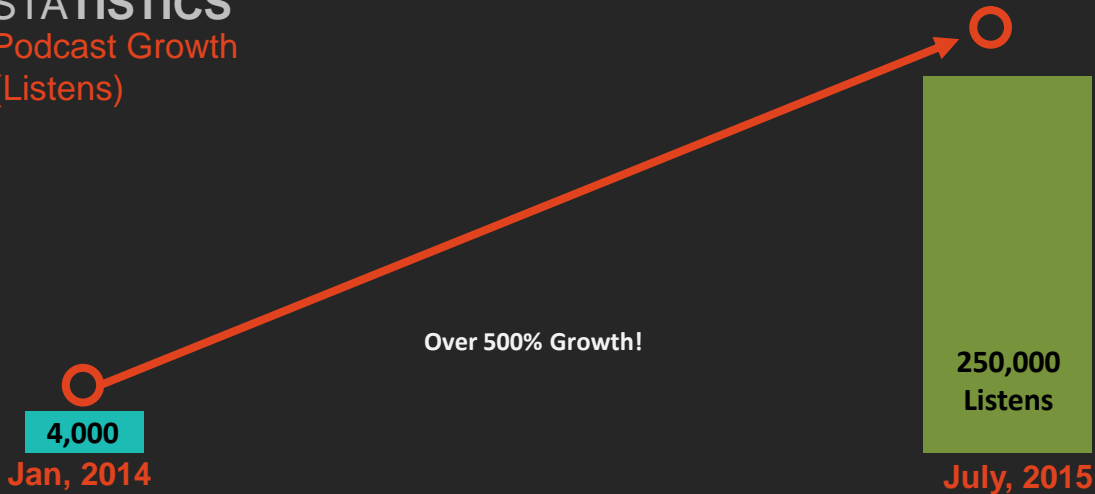
Statistics		
Hits	Entire Site (Successful)	331,040
	Average Per Day	11,034
	Home Page	40,538
Page Views	Page Views (Impressions)	225,178
	Average Per Day	7,505
	Document Views	143,103
Visitor Sessions	Visitor Sessions	50,557
	Average Per Day	1,685
	Average Visitor Session Length	00:31:54
	International Visitor Sessions	14.14%
	Visitor Sessions of Unknown Origin	33.08%
	Visitor Sessions from United States	52.79%
Visitors	Unique Visitors	17,479
	Visitors Who Visited Once	13,347
	Visitors Who Visited More Than Once	4,132

**1,685 uniques per day at 31:54 minutes!**



# STATISTICS

## Podcast Growth (Listens)



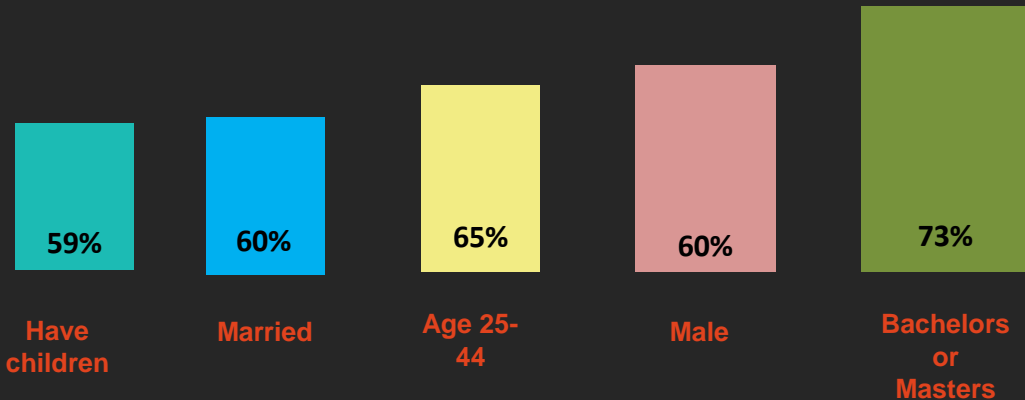
\*Statistics are as of July, 2015

[www.ITintheD.com](http://www.ITintheD.com)



# STATISTICS

## Podcast Demographics



\*Statistics are as of July, 2015

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# THE NETWORK

## We're Not Alone

As of May, 2015, we've moved our show to a brand new studio, custom built for our needs ...and we're bringing some friends with us.

With a stream that runs 24/7/365, IT in the D is launching a network – “Podcast Detroit”, and it's available to get your message out, to host you on one of our shows, get your ads and content syndicated into a variety of programs with diverse demographics to suit any need and more.

Or maybe you want to start your own broadcast. We can help you with that, too.





# 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.





# PRICING

IT in the D





# SPONSORSHIP OPPORTUNITIES



## Events

Want to stand out at our bi-annual Pink Slip Party?

Get a table and access to close to 1000 of the best IT talent in town



## Website/Podcast Light

Want your banner on our site that gets over 500,000 page views per month? Want your name heard 250,000 times a week?



## Dedicated Podcast Reads

Want a 1-2 minute dedicated read on our podcast with a call to action?

Prices are based on open inventory



## Your Own Podcast

Want your own weekly show on our podcast network?

We can help bring a new audience to your company while you showcase your brand as a subject matter expert. Contact us for more details.

**We have the reach to fulfill your niche branding needs.**



[www.ITintheD.com](http://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](mailto:contact@ITintheD.com)





**THANK YOU**

IT in the D

