

Elixir Radar Sponsored Links

Hi, my name is Hugo!



Glad you're here! 🙌

I wrote here everything I want to know about Elixir Radar Sponsored Links.

But if what you'd like to know is not here, please send me an email: hugo@elixir-radar.com

Elixir Radar history

[Elixir Radar](#) is a content curation newsletter focused on Elixir developers.

[It was born in 2015 at Plataformatec](#) (the company where the Elixir language was created).

Nowadays it's an independent newsletter, as in there's not a company behind it anymore. There's just one person behind it, me, Hugo Baraúna.

I was one of the co-founders of Plataformatec and the one who created Elixir Radar back in 2015.

Why I'm doing this

I love to work in Elixir Radar. It gives me a "good excuse" to keep involved in the Elixir community. Also, it gives me this feeling that I'm contributing to the community, that I belong.

My goal with this initiative is to explore whether Elixir Radar can be financially sustainable.

Hope you can help me. Hope I can help you too. 😊

What is Elixir Radar Sponsored Links

At this moment, I'm selling just one type of sponsored link, I'm calling it "primary sponsored link" because there's just one of it per newsletter issue.

What does it look like?

This is how a primary sponsored link looks like:

[5 Elixir Tips Learned in Code Review](#)

[dockyard.com](#)

Zach Liss shares some of his learnings on changing code to improve the overall development experience for all engineers working with a codebase.

[Complete & Customizable Monitoring for Elixir](#)

AppSignal - SPONSOR



When the bits hit the fan, you need clear and focused insights. You don't want to log into five different dashboards to try and connect the dots. With AppSignal, you get the full picture and support you need for your Elixir apps.

[Leveraging Exceptions to handle errors in Elixir](#)

[leandrocp.com.br](#)

Leandro Cesquini explains how to leverage `Exceptions` to enrich errors and the benefits of doing so.

More details about it

- It sits amongst our curated content and is marked as sponsored
- We have just one slot of primary sponsored link per newsletter issue
- We only publish links/content, that I consider relevant to the Elixir Radar audience (that's mainly comprised of Elixir developers), so there's a review/approval step before publishing

- It contains
 - A title
 - A link
 - A supporting text
 - An optional image

Stats about the Elixir Radar newsletter

These are our stats:

Metric	Number	Details about the metric
Number of subscribers	9,721	As of November 02, 2020
Open rate %	48%	The % average number of subscribers that opened each newsletter issue. Timeline: August 08, 2020 - October 21, 2020
Average unique opens per issue	4,698	The average number of subscribers that opened each newsletter issue Timeline: August 08, 2020 - October 21, 2020
Average Click rate % per issue	13%	The % average number of subscribers that clicked in a link in each newsletter issue Timeline: August 08, 2020 - October 21, 2020
Average unique clicks per issue	1,274	The average number of subscribers that clicked in a link in each newsletter issue Timeline: August 08, 2020 - October 21, 2020

Slots available

Are you interested in placing a primary sponsored link in Elixir Radar? Here is how our availability looks like:

August 4 0 available	August 11 1 available	August 18 1 available	August 25 0 available
September 1 1 available	September 8 0 available	September 15 1 available	September 22 0 available
September 29 1 available			

Price

We charge US\$ 310 per primary sponsored link.

How you can publish a sponsored link on Elixir Radar

Please send an email to me (hugo@elixir-radar.com) and we can talk about it. I'm here to answer any of your questions (or maybe even ideas (?) 😊).

After we talk, if and when you decide to publish a primary sponsored link, here's what I'll need from you:

- **Content**
 - Title
 - 70 characters max as a guideline
 - *If there's a need for more, I will evaluate on a case-by-case basis*
 - URL
 - link to the webpage you'd like the readers to click through
 - Supporting Text
 - 250 characters max
 - *If there's a need for more, Hugo will evaluate on a case-by-case basis*
 - Company or service name
 - Image (optional)
 - Format: PNG

- Size: 266x200 pixels max

- **Date**

- When you'd like to publish

- **Payment**

- I need the payment in advance, so I can book the date you want your content to be published