

## Who reads Releasebot?

Releasebot delivers a personalized daily digest of software release notes to developers, IT practitioners, and technical decision-makers. Every subscriber has opted in to track specific vendors and products, meaning they're already engaged with the software landscape when your message reaches them.

Our list spans C-level executives at tech companies, software consultants, AI builders, indie developers, and in-house IT pros. Open rates run 60–65% because the content is inherently relevant to each reader.

## Audience at a glance

SUBSCRIBERS <b>900</b>	SENDS / WEEK <b>2,700–3,600</b>	OPEN RATE <b>60–65%</b>	OPENS / WEEK <b>1,600–2,400</b>
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## What you get

One sponsor per digest. Two native placements per issue.

**Byline / lead** Your message sits above the fold, the first thing readers see before any release content.

**Inline native entry** A second placement inside the feed, formatted to match the surrounding release entries.

View a sample digest at [releasebot.io/advertise](https://releasebot.io/advertise)

## Pricing

PER WEEK <b>\$100</b>	CPM ON OPENS <b>\$41–\$63</b>	ADD-ON <b>+\$200</b> Hosted article / landing page
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Every campaign includes a minimum impressions guarantee. If a week falls short of a \$63 CPM, we run make-good placements at no charge.

# Releasebot

## Sponsorship Guidelines

& Ad Requirements

### Ad Slot Requirements

Every sponsor must provide the following fields:

FIELD	DESCRIPTION	CONSTRAINTS
<b>sponsor_name</b>	Company or product name	Plain text, no markup
<b>ad_headline</b>	Primary hook shown above the fold	Max 80 characters
<b>ad_description</b>	Supporting copy explaining the offer or value prop	Max 250 characters, plain text only
<b>ad_cta_text</b>	Call-to-action button/link label	Max 30 characters (e.g. "Try it free")
<b>ad_link</b>	Destination URL	HTTPS only. UTM params allowed. No URL shorteners.

### Editorial Guidelines

Sponsored content should be related to software, technology, or the professional B2B tech ecosystem, including developer tools, SaaS, cloud infrastructure, AI/ML, security, data, IT operations, technical hiring, and tech-adjacent professional services. Ad copy must be truthful, professional, and in English.

#### We accept

- Software, technology, or B2B/professional products and services relevant to a technical audience.

#### We decline

- Gambling, adult content, or crypto/NFT speculation.
- Multi-level marketing or affiliate schemes.
- Anything requiring the reader to install unverified software.
- Political advertising.
- Competitors.

Releasebot reserves the right to modify, reject, or remove any sponsored content, ad placement, or hosted article at any time, for any reason, at its sole discretion.

### Hosted Article Add-on

- Article must be between 500–1,500 words.
- Content must provide genuine informational or educational value, not a pure product pitch.
- Articles will be clearly labeled as sponsored content on the site.
- One link to the sponsor's primary domain is included. Additional links may be included at Releasebot's discretion.
- Releasebot reserves the right to remove or modify any sponsored article if the linked destination changes, degrades, or redirects to unrelated content.
- The sponsor may provide a draft or a brief. Releasebot can write the article on the sponsor's behalf for an additional fee (priced per engagement).