GeniusTechLab

Advertising & Sponsorship Media Kit — 2026

geniustechlab.com is a working engineer's guide to servers, networking, security and AI infrastructure. The audience is hands-on: homelabbers, sysadmins, developers and AI engineers who research gear before they buy — and click through to buy it.

150+ guides & tools · daily-updated DDR5 price tracker with email price alerts · interactive build configurator & power calculator · weekly newsletter · syndication-ready RSS · newsletter capture embedded on every post.

Placement Rate Card (USD)

Placement	Rate	What the sponsor gets
Price Widget Sponsor	**$400 / month**	Your brand on the embeddable RAM price widget — every site embedding it links back to you. One sponsor at a time; the widget is the site's fastest-growing distribution surface.
Tool Sponsor	**$150 / month**	Your logo + one-line pitch on one interactive tool page of your choice (build configurator, power calculators, price tracker) with a "sponsored by" label above the fold. Highest-intent inventory: tool users are mid-purchase-decision. Bundle any 3 tools for $350/month.
Deal of the Week	**$300 / week**	Single-retailer featured deal slot on the DDR5 Price Tracker post and tool — the site's highest repeat-visit page. Weekly impression & click report. No long-term commitment.
Display Banners	**$800 / month**	Site-wide display placement across all guide and tool pages.
Sponsored Post	**$1,500 / post**	Vendor-supplied article reviewed, edited for accuracy, published with clear disclosure, permanent placement in the archive and sitemap.
Content Partnership	**$3,000 / package**	Series of 3 sponsored posts + newsletter feature + social promotion. Built for vendors who need sustained mindshare.
Product Review	**$2,500 / review**	Full hands-on review of your product with the same benchmark treatment as our guides. Disclosure applies.
Newsletter Feature	**$500 / issue**	Dedicated placement in the GTL Weekly digest email.

Bundle any 3 placements: 10% off. Prices in USD; AUD invoicing available. All sponsored content is clearly labelled.

Why GeniusTechLab

• **Trust-first audience.** Readers arrive through deep technical guides (ECC compatibility, IT-mode HBA flashing, ZFS sizing), not clickbait — they arrive with purchase intent.

• **Evergreen + live data.** Buying guides rank year-round, and the DDR5 price tracker brings readers back weekly during the DRAM shortage.

• **Full-funnel options.** Display for reach, widget/deal slots for clicks, sponsored posts for authority, newsletter for retention.

Get Started

Email **advertise@geniustechlab.com** or use the contact form at **geniustechlab.com/contact**. Ask for the current traffic snapshot (analytics PDF) and we'll send it with placement availability.
