



# TECNA Member-Only Offering Ecosystem Storytelling Services

*Tech associations connect members and stakeholders advancing entrepreneurship, workforce and tech industry priorities. Who is capturing those stories for your community, and beyond?*

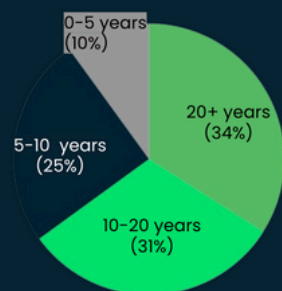
Technical.ly is an independent news organization that connects and challenges a community of entrepreneurs, tech workers and innovators invested in where we live. Founded in 2009, we have told authentically local stories about the tech, startup and innovation communities in nearly 100 different places across 30 US states.

To bring our model to more communities, Technical.ly partners with local economic development organizations, tech associations and membership groups to produce high-quality local storytelling.

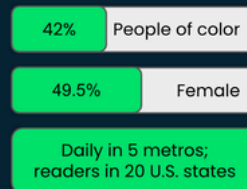


## 150k monthly uniques; 40k subscribers

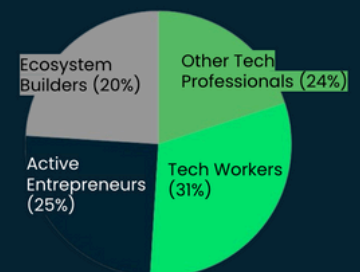
Experienced: 71% have direct budget authority

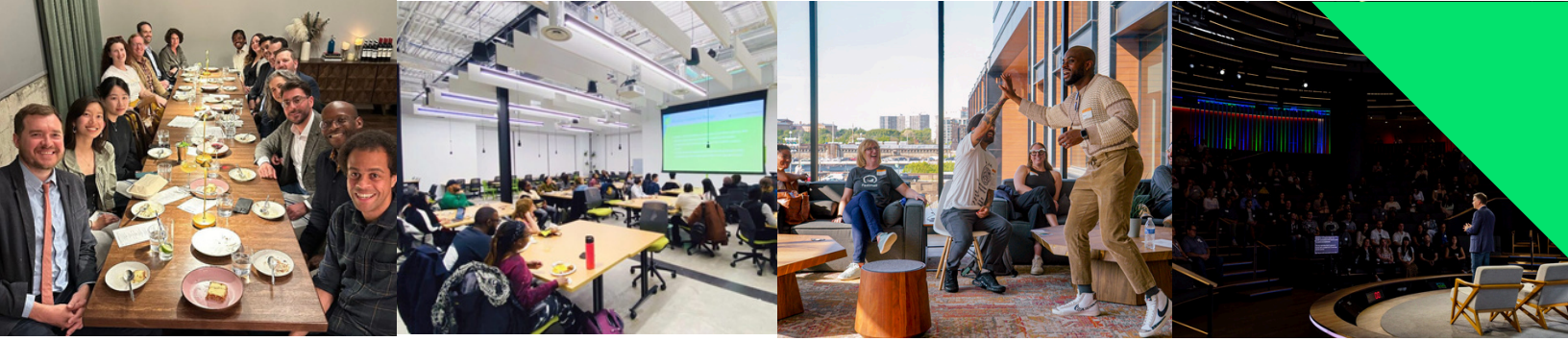


Diverse: both experienced and aspiring pros



Valuable: Hard-to-reach entrepreneurs and professionals





# Packages for TECNA members

Capability	Detail in typical 12-month contract	Investment
<b>Ecosystem Profile</b>	<ul style="list-style-type: none"> <li>• Included in our national Innovation Ecosystem Map</li> <li>• (1) annual, data-backed longform profile of your ecosystem</li> <li>• Edit, re-publish and distribute your monthly member spotlight</li> <li>• Monthly promotion of your org updates on Technical.ly social and our ecosystem-focused newsletter</li> <li>• Ticket to Technical.ly Builders Conference (May 2025)</li> </ul>	\$950 per month or \$10,000
<b>Monthly Storytelling</b>	<ul style="list-style-type: none"> <li>• <i>All previous deliverables</i></li> <li>• (1) Joint LinkedInLive profile of your ecosystem, with social clips</li> <li>• Monthly (12) Technical.ly stories on your ecosystem, which can include profiles of your member organizations</li> <li>• Quarterly data analysis and reader sample insights</li> </ul>	\$3,500 per month or \$35,000
<b>Ongoing Storytelling</b>	<ul style="list-style-type: none"> <li>• <i>All previous deliverables</i></li> <li>• Establish Ecosystem landing page on Technical.ly</li> <li>• Monthly benchmark data including your ecosystem</li> <li>• Weekly (50) Technical.ly stories on your ecosystem</li> <li>• Incl. coverage of your major ecosystem events</li> <li>• Quarterly (4) creator social videos on your ecosystem</li> <li>• Technical.ly forms Readers Council &amp; private group</li> <li>• Workforce and entrepreneurship data access and analysis</li> <li>• Annual State of the Local Innovation Economy Report</li> </ul>	\$75,000 (1-3 installments)
<b>Establish a Newsroom</b>	<ul style="list-style-type: none"> <li>• <i>All previous deliverables</i></li> <li>• Technical.ly will co-pitch local funders with your team</li> <li>• We hire full-time, local reporter, with dedicated editor</li> <li>• Launch of dedicated weekly newsletter</li> <li>• Workforce and entrepreneurship data access and analysis</li> <li>• Typical 75-100 reported items in 12-month period</li> <li>• Incl. quarterly "ReallIST" honoree lists &amp; data</li> <li>• Leading paid social marketing to support story reach</li> </ul>	\$150,000-\$250,000

Contact us

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(Pricing as of Jan. 2025)

