

BARCODE 2026



BarCode is an award-winning podcast, live event series, and content studio exploring the people and forces shaping global security. We connect sponsors to a **leadership-heavy audience** through recorded shows, live experiences coast to coast, and original content, all with a non-corporate edge.



EPISODES



LIVE SHOWS



DOWNLOADS



FOLLOWERS



FLAGSHIP



CONF. APPEARANCES

AUDIENCE SENIORITY

From analysts to CISOs, leadership-heavy



CHANNEL REACH

Where your brand shows up

1.5K+

YOUTUBE SUBSCRIBERS

Growing video channel audience

45K+

SOCIAL FOLLOWING

LinkedIn, X, Instagram, TikTok

700

NEWSLETTER SUBSCRIBERS

Direct-to-inbox reach

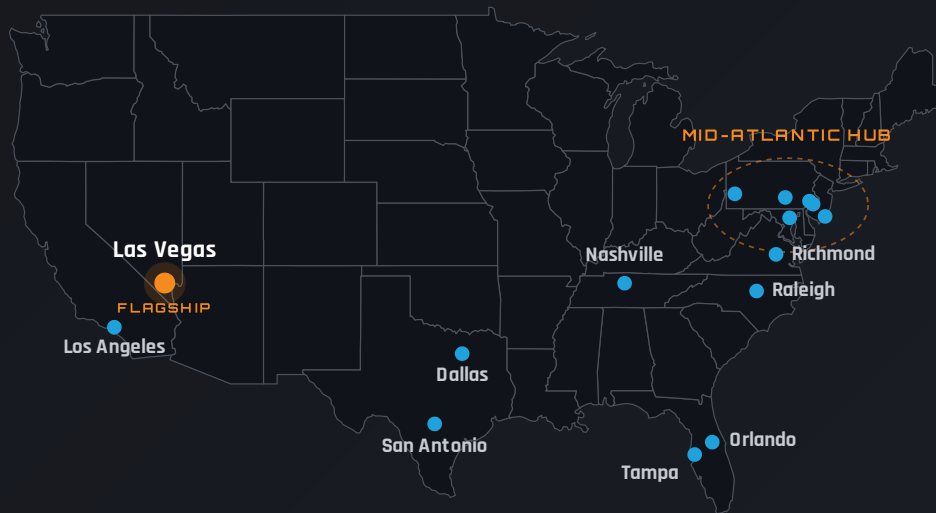
200

LIVE AUDIENCE / EVENT

Average per event, 700+ at the flagship

COAST TO COAST

Live in 15 markets nationwide: Black Hat, DEF CON, SecureWorld, BSides, FutureCon, and exclusive private events.



WEST Los Angeles · Las Vegas **CENTRAL** Dallas · San Antonio · Nashville **SOUTHEAST** Orlando · Tampa · Raleigh

MID-ATLANTIC Richmond · Baltimore · Harrisburg · Pittsburgh · King of Prussia · Philadelphia · Atlantic City

NON-CORPORATE

Laid-back format that earns real engagement, not banner blindness.

DECISION-MAKERS

An audience weighted toward security leadership and buyers.

AWARD-WINNING

A trusted, recognized brand in the global security community.

Year-round presence on one commitment, priced below the a la carte sum. The Title tier carries category exclusivity and a custom content piece. Start here for the best value.

\$30K TITLE PARTNER / EXCLUSIVE Year-round presence with category lockout. **A LA CARTE VALUE \$37K+**

- ▶ Vegas Flagship presenting placement
- ▶ Sponsor slot at all 4 BarCode Bytes
- ▶ \$7K podcast package included
- ▶ Category exclusivity (one brand per vertical)
- ▶ 1 custom branded content piece (scoped)
- ▶ First right of refusal on new properties
- ▶ Top logo billing across all channels
- ▶ Quarterly performance recap

\$16K SIGNATURE PARTNER Flagship-adjacent reach without the top spend. **A LA CARTE VALUE \$19K**

- ▶ 1 regional live activation (\$10K tier)
- ▶ 2 BarCode Bytes slots
- ▶ \$4K podcast package included
- ▶ Newsletter + social cadence
- ▶ Logo across event + podcast media
- ▶ Full registration lists

\$10K COMMUNITY PARTNER The on-ramp that keeps you in every quarter. **A LA CARTE VALUE \$13K**

- ▶ All 4 BarCode Bytes slots
- ▶ \$2K podcast package included
- ▶ Newsletter presence
- ▶ Logo in release media

ANNUAL VALUE AT A GLANCE

Every annual tier is priced below the sum of the same deliverables bought a la carte. Lock in the rate, keep the difference.

TITLE PARTNER	PAY \$30K	SAVE \$7K+	a la carte \$37K+
SIGNATURE PARTNER	PAY \$16K	SAVE \$3K	a la carte \$19K
COMMUNITY PARTNER	PAY \$10K	SAVE \$3K	a la carte \$13K

Annual partners also get **first right of refusal on new properties** and locked-in rates for the term.

02 · FLAGSHIP

BARCODE VEGAS

The biggest BarCode event of the year, staged during hacker summer camp. We had 700+ people registered last year. It's our anchor event and the home of the Title Partner placement.

\$20K PRESENTING

Top billing at the marquee event of the year.

- ▶ 2-3 min live sponsor segment or interview
- ▶ Premium homepage banner (60 days)
- ▶ Sponsor-branded beverage
- ▶ Inclusion in the BarCode book
- ▶ Largest stage + signage logo placement
- ▶ 3 newsletter ads
- ▶ 2 podcast pre-roll + 2 mid-roll ads
- ▶ 1 social promotion
- ▶ Multiple DJ shoutouts
- ▶ Full registration list + contacts

\$15K HEADLINE

Strong visibility on-site and across digital.

- ▶ Stage signage placement
- ▶ Brand on signage, promo + podcast media
- ▶ Sponsor logo on custom coasters
- ▶ Dedicated promo distribution space
- ▶ Full registration list + contacts
- ▶ 2 newsletter ads
- ▶ 2 podcast pre-roll + 1 mid-roll ad
- ▶ Sponsored giveaways / raffles
- ▶ Multiple DJ shoutouts

\$10K SUPPORTING

Focused branding at the flagship.

- ▶ Sponsor logo on custom coasters
- ▶ Sponsored giveaways / raffles
- ▶ Host shoutouts during show
- ▶ Brand on signage + promo material
- ▶ 1 podcast pre-roll ad
- ▶ 1 newsletter ad
- ▶ Multiple DJ shoutouts
- ▶ Full registration list + contacts

03 · LIVE REGIONAL ACTIVATIONS

\$7K+ ESSENTIAL (REGIONAL)

Live podcast experiences at conferences + private events, coast to coast. Larger regional tiers scoped to audience size (\$10K-\$15K).

- ▶ Host shoutouts during show
- ▶ Sponsor name on signage + promo material
- ▶ Logo placement in podcast release media
- ▶ Full registration list + contacts
- ▶ Branded swag item
- ▶ 1 newsletter mention

Intimate quarterly meetups across the tristate area, co-produced with Breach Craft.

\$2.5K PER SPONSOR / MAX 4

Quarterly tristate meetups, co-produced with Breach Craft. Capped at 4 sponsors with equal billing.

- ▶ Custom cocktail named after your brand
- ▶ Host shoutouts during event
- ▶ Name + logo on signage + promotional material
- ▶ Logo in podcast / release media
- ▶ Dedicated social post with your custom cocktail graphic
- ▶ Full registration list + contacts
- ▶ 1 newsletter mention

05 · ON-AIR

PODCAST SPONSORSHIPS

On going presence across 200K+ downloads and every major platform: YouTube, Apple, Spotify, and social.



\$7K PREMIUM

Maximum visibility with premium brand alignment.

- ▶ 1 pre-roll + 1 mid-roll + 1 post-roll ad
- ▶ 4 social media posts
- ▶ 1 newsletter feature
- ▶ Inclusion in show notes
- ▶ Long-form interview episode (45-50 min)
- ▶ Co-branded SWAG giveaways (\$300-\$500 value)
- ▶ Inclusion in the BarCode cocktail book

\$4K CORE

Core engagement with targeted reach.

- ▶ 1 pre-roll + 1 mid-roll ad
- ▶ 4 social media posts
- ▶ Short-form interview episode (20-25 min)
- ▶ 1 newsletter feature
- ▶ Inclusion in show notes

\$2K STRATEGIC

Effective visibility, strategic placement.

- ▶ 1 pre-roll + 1 mid-roll ad
- ▶ 2 social media posts
- ▶ 1 newsletter feature
- ▶ Inclusion in show notes

\$1K ESSENTIAL

Essential, high-impact touchpoints.

- ▶ 1 pre-roll ad
- ▶ 1 social media post
- ▶ 1 newsletter feature
- ▶ Inclusion in show notes

\$40K FOUNDING / CHARTER TITLE SPONSOR

Per year, with multi-year discounts available. In development: founding commitments fund the build. Get in on the ground floor of BarCode's mobile broadcast studio.

- ▶ Unit named with your brand: 'BarCode [Brand] Mobile'
- ▶ Largest exterior logo placement
- ▶ Logo on all mobile-recorded episode artwork
- ▶ Verbal mention in every mobile episode
- ▶ First-mover billing as the founding partner
- ▶ Roadmap input on build + activations



— CONCEPT RENDER · THE BARCODE MOBILE PODCAST UNIT

Beyond sponsorship, BarCode produces and advises. It's a different track for a different goal: we build for you, instead of placing you in what we run. Every engagement is scoped to your goals.

from \$3K/mo

MEDIA & CONTENT STRATEGY CONSULTING

Build your content engine: podcast strategy, community, and influencer positioning. Retainer or project-based.

from \$4K/mo

BRANDED PODCAST-AS-A-SERVICE

Done-for-you, white-labeled show under your brand: strategy, recording, editing, distribution.

from \$10K

BRANDED FILM & MINI-DOCS

Produced brand film and documentary content, scoped per project. It's something no other security podcast can offer.

from \$15K

LIVE EVENT PRODUCTION-AS-A-SERVICE

We produce your branded happy hour or live activation at the conference of your choice.

from \$2.5K

HOSTING, EMCEE & MODERATED PANELS

Bring BarCode to the mic for your webinar, panel, or event.

by agreement

SPONSORABLE ORIGINAL SERIES

Underwrite a FallOut or Origins series as presenting sponsor and own the narrative.




Turn BarCode's network into your pipeline.

BarCode maintains deep relationships across a community of practitioners, engineers, and security leaders. When we broker a qualified introduction, lead, or closed deal on your behalf, we can participate as a referral partner or value-added reseller on the backend.

- ◆ Qualified introductions and warm intros into our network
- ◆ Referral partner or value-added reseller arrangements
- ◆ Terms by agreement: referral fee on closed business, or reseller margin

A LA CARTE ADD-ONS

Additional newsletter ad · Additional social post · Standalone interview episode · Additional pre-roll / mid-roll · Category exclusivity (where available). All priced on request.



**WE CAN CUSTOMIZE.
LET'S BUILD YOUR PACKAGE.**

Our mission is to help you reach your business objectives. Every package can be tailored or combined.

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Pricing effective 2026 and subject to change. All figures are starting points and may be tailored, bundled, or scope dependent. Service rates are estimates pending scope. Referral and reseller terms are set by separate written agreement.