



PARTNER WITH US  
AND ELEVATE YOUR  
BRAND TODAY!



## ABOUT US

BarCode is an award-winning podcast that explores the technology, personalities, criminals and heroes shaping modern global security. The BarCode experience is designed to mimic the informal educational aspects of in-person cybersecurity events and meet ups, without corporate boundary lines.

- Podcast and live events explore modern security topics
- Expert discussions on pressing cyber challenges and emerging trends
- Aims to help professionals strengthen their organizations' cyber defenses
- Showcases the most influential, bleeding edge researchers and professionals
- Provides a laid-back atmosphere with a non-corporate feel



Chris Glanden is a cybersecurity influencer, advisor and prolific content creator with over 20 years of enterprise experience. A former security architect, he now operates Barcode Security and hosts the BarCode podcast.

Passionate about creative storytelling, Chris also writes and directs cyber-inspired indie films. With a dedicated following and network, his engaging approach to educating the global security community through entertainment has solidified his status as a thought leader.

## PODCAST (RECORDED)

BarCode's recorded podcast offers sponsors access to a highly engaged cybersecurity audience across YouTube, TikTok, Instagram, and all major podcast platforms like Apple Podcasts and Spotify.

These 45-minute, professionally produced episodes feature video ad rolls, custom overlays, dynamic music and entertaining guests. Sponsors gain extended audience reach and brand alignment with industry thought leadership. It's a creative platform designed to inform, engage, and entertain while amplifying sponsor visibility.

## PODCAST (LIVE EXPERIENCE)

A valuable and engaging way for cybersecurity professionals to stay updated on trends and best practices, connect with thought leaders, engage in discussions, network and be entertained by a cybersecurity-focused host. Key benefits include real-time engagement, education, entertainment, expert access, networking, lead generation, and on-demand availability to a broad audience.

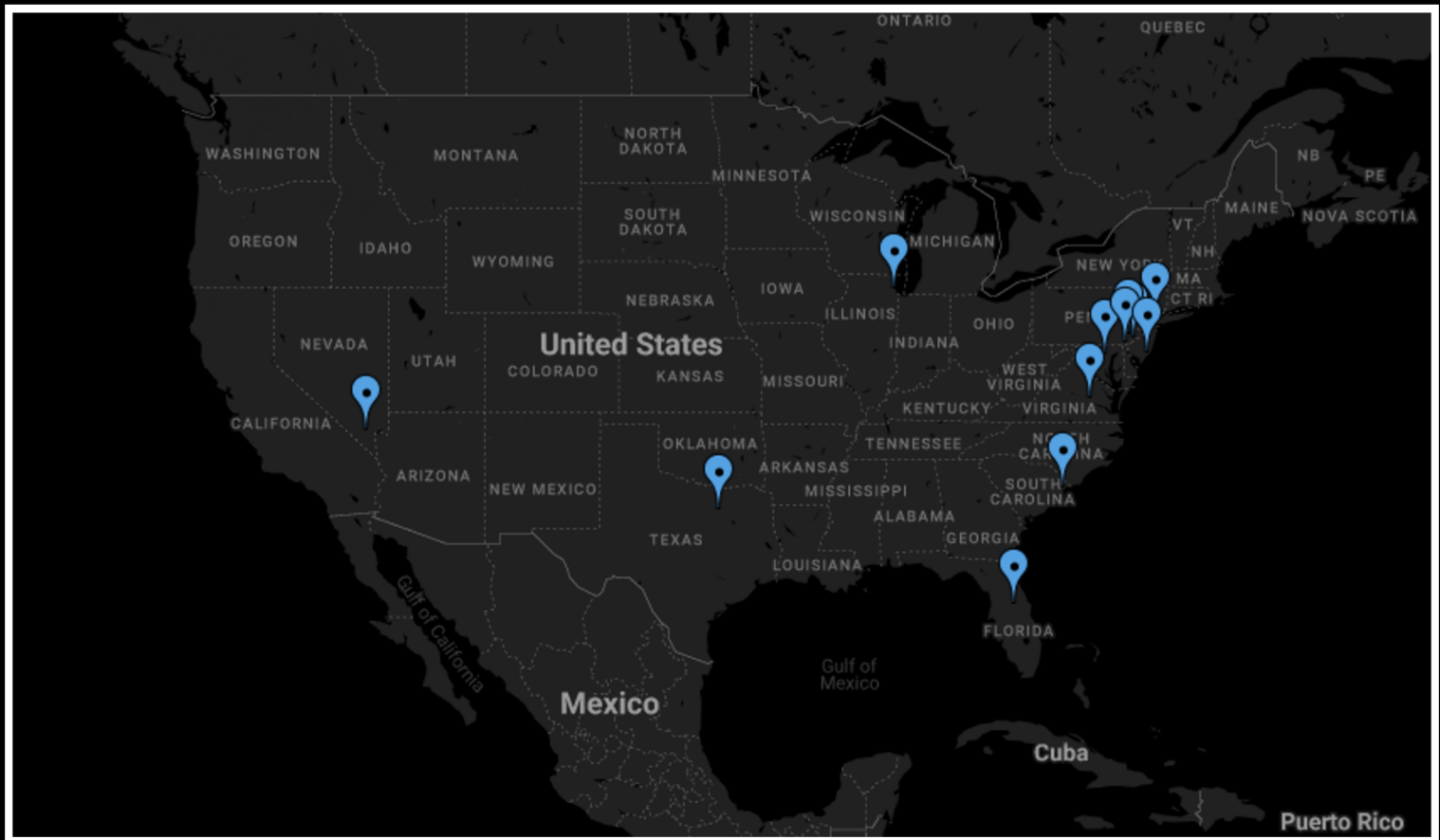
Typically held at bar venues or streamed live across multiple platforms to thousands of interactive viewers. BarCode has performed live coast-to-coast, including at Blackhat, Defcon, Secureworld, Futurecon, BSides and exclusive private events.





# GENERAL METRICS

## LIVE PERFORMANCE LOCATION MAP



## THE RUNDOWN

### REACH:

- 200-250 Live Attendees
- Podcast Release to over 25K
- Live Streamed via multiple platforms
- 700 Newsletter Subscribers
- Social Media Coverage to Over 45K

### AUDIENCE DEMO:

- Practitioners From Analyst up to CISO

### CAMPAIGN GOALS:

- We're looking for leads
- We'd love to share our story
- We need more visibility
- We aim to disrupt the space
- We want to claim a niche
- We want to spark dialogue





150+

EPISODES



49

LIVE SHOWS



200K+

DOWNLOADS



45K+

FOLLOWERS



35

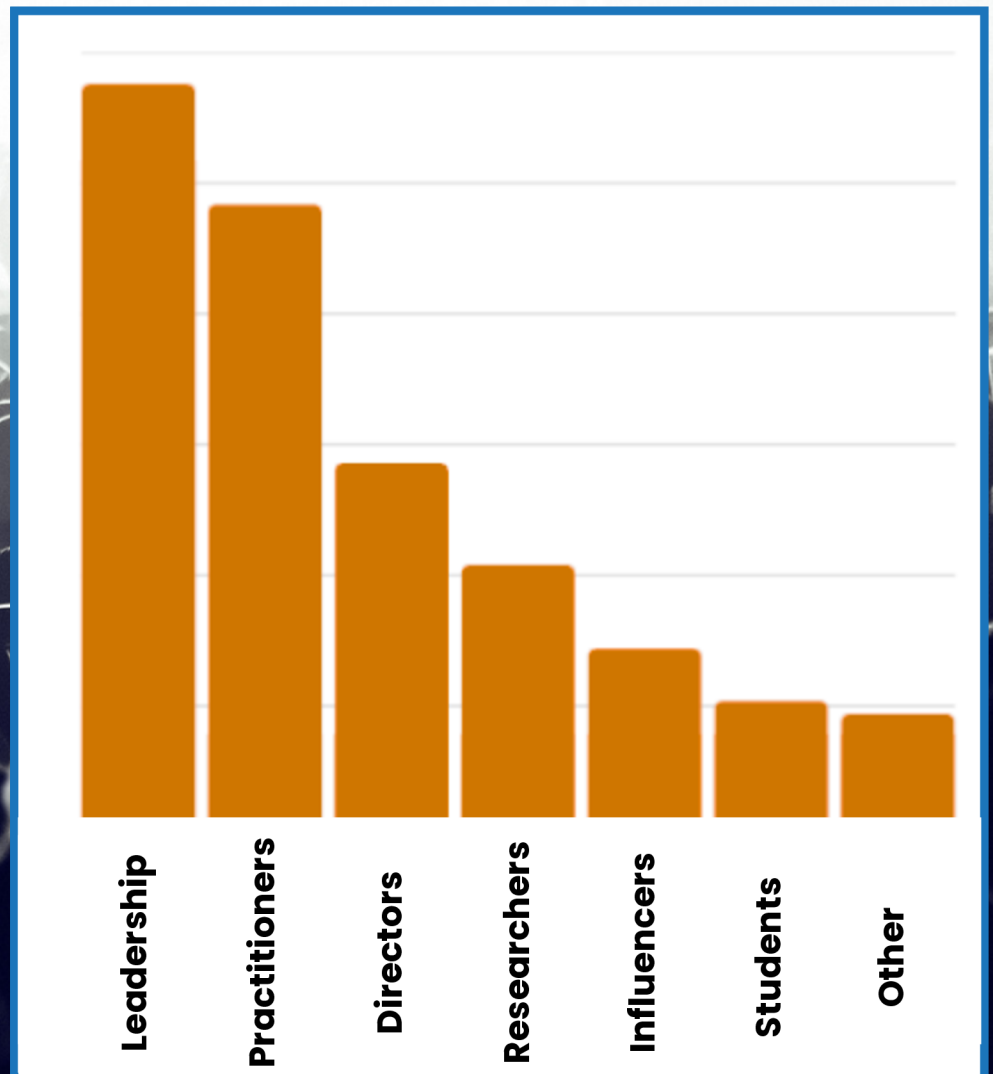
CONFERENCE  
APPEARANCES



100%

ENTERTAINED

## AUDIENCE DEMOGRAPHICS





## ATTENDEE TESTIMONIALS

*"When we come to events like this during Black Hat, we get to be a part of a podcast AND we get to listen to a podcast. We get to hear insights from individuals and experts that we couldn't get in many other people's work. Insights from Chris that get very deep, as technical as you need to go, to something that will cover an industry as a whole. That allows me to very quickly, take that data and insight and knowledge, bring that back to my company and the customers that I'm working with, and help them learn from the knowledge and experience of other folks." - Live Podcast/ Party Attendee*

*"It was great seeing Chris do his thing with the podcast live! I listened to the podcast, but seeing it live and seeing all of the panelists do their thing was fantastic. The graphics that he used was fantastic as well. I asked him about it. He said he did it himself. Fantastic. I'm so proud of Chris after working with him for so long and then seeing how he's done the podcast and how it's grown over the years. I was glad I could see it live." - Secureworld attendee*

*"INCREDIBLE!!! You can see the crowd behind me. Not only was it tough to get out of that crowd, it's going to be tough to get back in." - Private Event attendee*

---

## SPONSOR TESTIMONIALS

*"TuxCare has had an exceptional experience working with BarCode and highly recommends the podcast to other organizations looking to advertise in the live podcast realm. Not only is BarCode a top-quality podcast, but the team behind it is also fantastic to work with. Chris is extremely knowledgeable about cybersecurity and covers topics that are at the forefront of the industry. His expertise and insights have been invaluable in creating compelling content that resonates with listeners." - Senior Social Media Manager at TuxCare*

*"Our sponsored live podcast event had a really laidback format that was engaging and entertaining. Chris always brings interesting topics and prominent guests to the mic. The in-person networking opportunity was fun and the drinks served at chosen venue were also outstanding! It's a great way to break the monotony of standard cybersecurity happy hours. INSTANT R.O.I" - Marketing Manager at GCR2*

*"The BarCode Sponsorship definitely helped us reach out and connect with the local security community. Chris is personable, insightful, and the pod provides a relaxed atmosphere to engage security practitioners in a new way. Our mission as an organization is to provoke conversations about the real effectiveness of a business's security and BarCode definitely aligned with that mission." - Senior Account Executive at Horizon3.ai*

# LIVE EVENT SPONSORSHIPS

## \$20K SPONSORSHIP



TOP-TIER EXPOSURE WITH THE MOST COMPREHENSIVE BENEFITS

### BENEFITS

- 2-3 Minute Sponsor Segment or Interview During Live Event
- Premium Banner Ad on Podcast Website Homepage (60 days)
- Logo Signage on or Near Stage
- Sponsor Logo on Custom Coasters
- Dedicated Space to Distribute Promotional Material
- Brand on Signage, Promotional Material and Podcast Media
- Sponsor Shoutouts During Show by Host
- Sanitized Registration List with Contacts
- Multiple DJ Shoutouts
- Sponsored Giveaways/Raffles
- 1 Social Media Promotion
- 3 Newsletter Ads
- 2 Podcast Pre-Roll Ads
- 2 Podcast Mid-Roll Ads
- Sponsor-branded Beverage
- Inclusion in BarCode Book

## \$15K SPONSORSHIP



STRONG VISIBILITY BOTH ON-SITE AND THROUGH DIGITAL CHANNELS

### BENEFITS

- Logo Signage on or near Stage
- Brand on Signage, Promo Material and Podcast Media
- Sponsor Logo on Custom Coasters
- Sponsored Giveaways / Raffles
- Dedicated Space to Distribute Promotional Material
- Sponsor Logo on Custom Coasters
- Sanitized Registration List with Contacts
- Branded Giveaways
- 2 Newsletter Ads
- 2 Podcast Pre-Roll Ads
- 1 Podcast Mid-Roll Ad
- Multiple DJ Shoutouts
- Sponsor Logo on Custom Coasters





# \$10K SPONSORSHIP

**SOLID EXPOSURE WITH FOCUSED BRANDING OPPORTUNITIES**

## BENEFITS

- Sponsor Logo on Custom Coasters
- Sponsored Giveaways / Raffles
- Sponsor Shoutouts During Show
- Brand on Signage and Promotional Material
- Sanitized Registration List with Contacts
- 1 Podcast Pre-Roll Ad
- 1 Newsletter Ad
- Multiple DJ Shoutouts



# \$5K SPONSORSHIP

**ENTRY-LEVEL SUPPORT WITH ESSENTIAL BRAND MENTIONS**

## BENEFITS

- Sponsor Shoutouts During Show
- Sponsor Name Listed on Signage & Promotional Material
- Logo Placement in Podcast Release Media
- Sanitized Registration List with Contacts
- 1 DJ Shoutout
- 1 Mention in Newsletter

**WE CAN CUSTOMIZE!**

**OUR MISSION IS TO HELP YOU REACH YOUR BUSINESS OBJECTIVES.**

**SPONSORSHIPS ARE LIMITED. SECURE YOURS TODAY!**

# PODCAST SPONSORSHIPS



## \$7K SPONSORSHIP

**MAXIMUM VISIBILITY WITH PREMIUM BRAND ALIGNMENT**

### BENEFITS

- 1 Pre-Roll Ad
- 1 Mid-Roll Ad
- 1 Post-Roll Ad
- 4 Social Media Posts
- 1 Newsletter Feature
- Inclusion in Shownotes
- Long Form Interview (Episode w Guest/Partner) 45-50 mins
- Co-Branded SWAG Giveaways (SWAG value \$300-\$500)
- SWAG examples (T-shirts, Hoodies, Caps, Stickers, Yetis etc.)
- Inclusion in BarCode Cocktail Book



## \$4K SPONSORSHIP

**CORE ENGAGEMENT WITH TARGETED AUDIENCE REACH**

### BENEFITS

- 1 Pre-Roll Ad
- 1 Mid-Roll Ad
- 4 Social Media Posts
- Short Form Interview (Episode w Guest/Partner) 20-25 mins
- 1 Newsletter Feature
- Inclusion in Shownotes





# \$2K SPONSORSHIP

**EFFECTIVE VISIBILITY WITH STRATEGIC BRAND PLACEMENT**

## BENEFITS

- 1 Pre-Roll Ad
- 1 Mid-Roll Ad
- 2 Social Media Posts
- 1 Newsletter Feature
- Inclusion in Shownotes



# \$1K SPONSORSHIP

**ESSENTIAL VISIBILITY WITH HIGH-IMPACT TOUCHPOINTS**

## BENEFITS

- 1 Pre-Roll Ad
- 1 Social Media Post
- 1 Newsletter Feature
- Inclusion in Shownotes

**WE CAN CUSTOMIZE!  
OUR MISSION IS TO HELP YOU REACH YOUR GOALS.**

**BARCODESECURITY.COM**