Nearshore Americas™

2026 - 2027

Media Kit

DIGITAL PRODUCTS & DISPLAY ADVERTISING

SPONSOR@NEARSHOREAMERICAS.COM

Who are we?

Nearshore Americas is the leading source of intel for the region's cross-border knowledge economy.

Since 2009, we've been the publication of record for the cross-border knowledge services industry, reporting on what is actually happening in the market.

Today, Nearshore Americas is an ever-growing community of industry professionals, enterprise buyers, analysts, government leaders, and journalists that uses our reporting, events, and research to understand where the market is going.

Meet the team behind the mission OUR TEAM

HOW WE INFORM THE INDUSTRY

1 Objectively analyze breaking news

Our reporting covers all cross-border knowledge services, from digital product development to customer experience delivery, and everything that impacts leaders on all sides of this sector.

2 Provide context on industry challenges

We help buyers assess the quality of providers while exploring issues like human capital, geopolitics, and client acquisition.

3 Demystify regional market trends

We cover established delivery countries and the fast-emerging ones, and occasionally global stories and trends influencing the Americas.

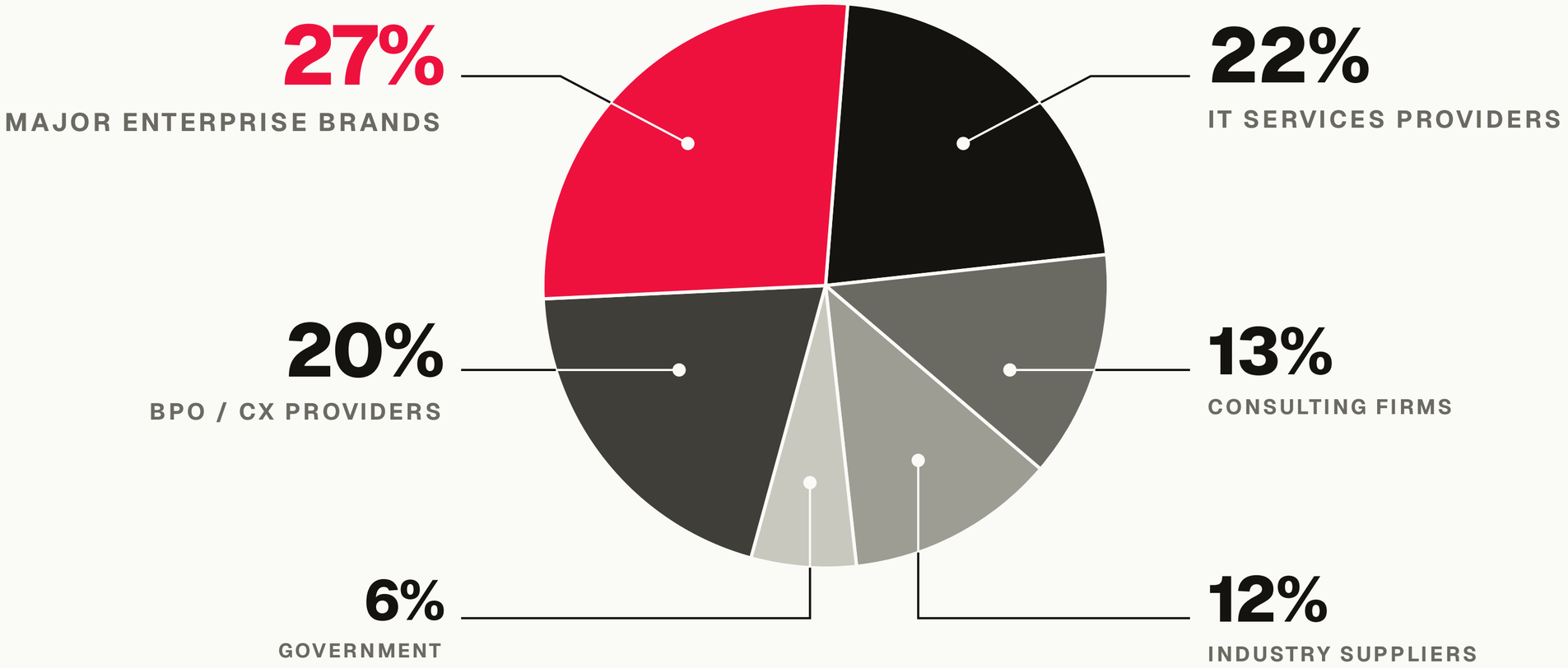
Our Audience

An active following of thousands of influential decision-makers.

40k+ Monthly page views	**1k+** Unique daily visitors	**50%** US-based visitors	**45%** Senior/Director level
1mn Monthly search impressions	**30k** Social media followers	**2.5k** Email subscribers	**50%** Average email open rate

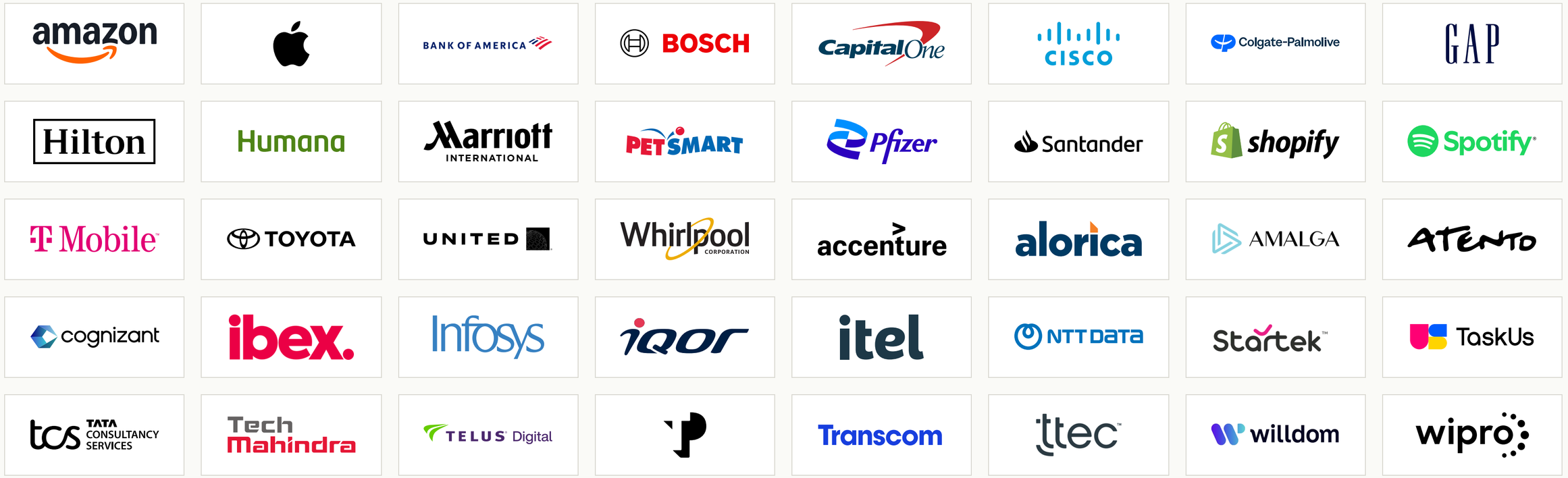
Our Audience

Our community is comprised of teams at the following verticals and companies.



Our Audience

We have the attention of teams at the following major brands, plus hundreds more.



Brand recognition

Our influence regularly impacts media and news outlets worldwide, including:

BBC NEWS

How Cuba's growing internet is fuelling new businesses

bbc.com

FT.com FINANCIAL TIMES

Colombia chases Mexico's lead in nearshoring

ft.com

GLOBAL FINANCE

Latin America: Nearshoring Boost

gfmag.com

COMPUTERWORLD

Cuba's Pending Tech Revolution

computerworld.com

Miami Herald

Cuba has 'largest pool of untapped IT talent in the Americas'

miamiherald.com

THE GLOBE AND MAIL

Canada poised to become an even more popular option for U.S. employers

theglobeandmail.com

Forbes

The True High Cost Of Offshoring And How To Avoid It

forbes.com

ICTPULSE

2023 Caribbean outsourcing update and trends

ict-pulse.com

Who we've worked with

We're proud of our digital partnerships with over 400 organizations, including:



What our partners say

“Vital to the unparalleled success Ibex has had in the nearshore market.”



Bob Dechant
CEO, IBEX

ibex.

“There’s no better place than Nearshore Americas to connect to the right people.”



Bruno Guicardi
PRESIDENT, CO-FOUNDER, CI&T

CI&T

“They go the extra mile to make sure we achieve the best possible results possible.”



John Maalouf
VICE PRESIDENT, NUEVOS HORIZONTES

NH
NUEVOS HORIZONTES
BUSINESS CENTER

“Always ahead of the trends that influence and drive the nearshore services industry.”



Jessica Bukele
DEPUTY INVESTMENT DIRECTOR,
INVEST IN EL SALVADOR

Invest in El Salvador

Our digital product line

Branded Partner Articles

NEW

Branded Takeover Campaigns

Full-Service Custom Reports

NEW

Interactive Branded Hubs

NEW

Newsletter Placements

Digital Display Advertising

Webinars & Live Streaming

Custom Video Production

Branded Partner Articles

Thought leadership that gets attention

Brand-integrated, written articles that highlight your market perspective and provide value to our audience.

Tap into our high volume of organic traffic and increase brand recognition (and trust) within our influential readership.

- Visibility: 1k+ daily unique visitors
- Permanent space in our library
- 7-day homepage appearance
- Displayed in Weekly Roundup newsletter

LIVE EXAMPLES:

Qualitara • FPT Software • Origen Tech

SELF-PRODUCED

Showcase your own, self-produced thought leadership content on our website. Professionally edited by our team, to our standards.

$1,200 per article

GHOSTWRITTEN

We deploy our expert journalists to extract valuable knowledge and experiences from your top decision-makers, then write it up for you.

$1,500 per article

EACH ARTICLE INCLUDES

- 30-minute editorial consultation
- Up to 6 external links + UTM tags
- Author bio with logo or headshot
- Links to your social media and website
- CTA callout with button
- Inclusion in weekly newsletter
- Sharing on LinkedIn and X
- **Minimum package of 4 articles**

Page Takeover

Best for brand association

Group your *branded partner articles* prominently on specific pages as your campaign develops.

A takeover ensures your brand is **always seen first** when visitors research topics or locations.

INCLUDES:

- Takeover of one primary tag page (example)
- 1 x additional takeover on a second page
- 4-week takeover: starts when first article is published
- Logo linked to chosen URL with UTM tags

INVESTMENT:

$1,000 per month + 4 x branded partner articles.



Homepage Strip

Best for brand visibility

Extend your campaign by showcasing up to four *branded partner articles* on our highest traffic page: the homepage.

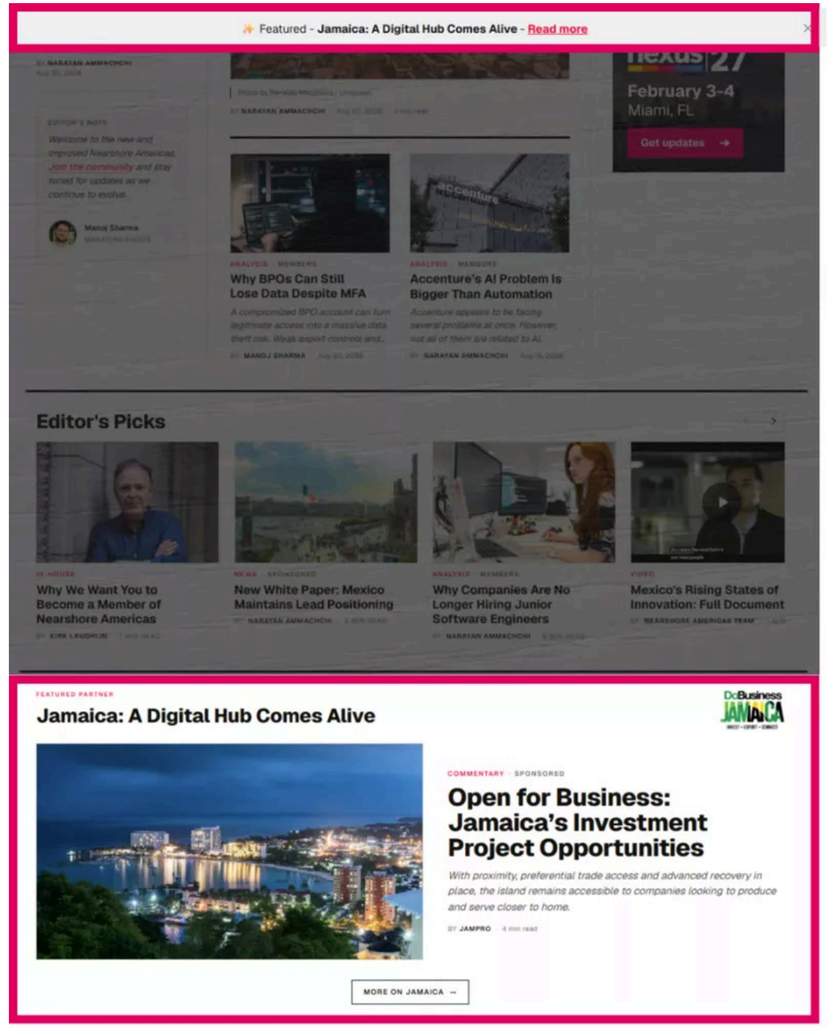
Position your content and branding prominently below our hero section and Editor's Picks strip.

INCLUDES:

- Exclusive 7-day homepage appearance
- Featured announcement above navbar
- Logo linked to chosen URL with UTM tags

INVESTMENT:

$1,000 per week + 4 x branded partner articles.



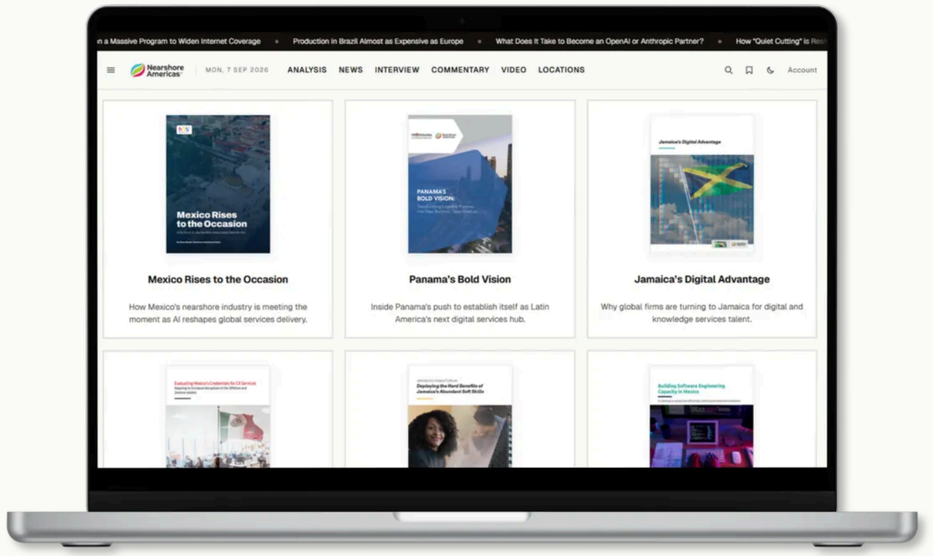
Full-Service Custom Reports

Lead gen that gets noticed

Establish market authority with evergreen, downloadable content about your chosen topic.

Nearshore Americas will write, design, host, and promote the report for you. We'll even help you decide on the topic.

- Professional design and writing service
- Permanent space in our Resources library
- Launch announcement on our social channels
- Appearance in Weekly Roundup newsletter
- 7-day presence on our homepage (minimum)



LIVE EXAMPLES:

NDS • ProPanama • JAMPRO

INVESTMENT: **$4,000** inc. up to 8 pages of content

Interactive Brand Hubs

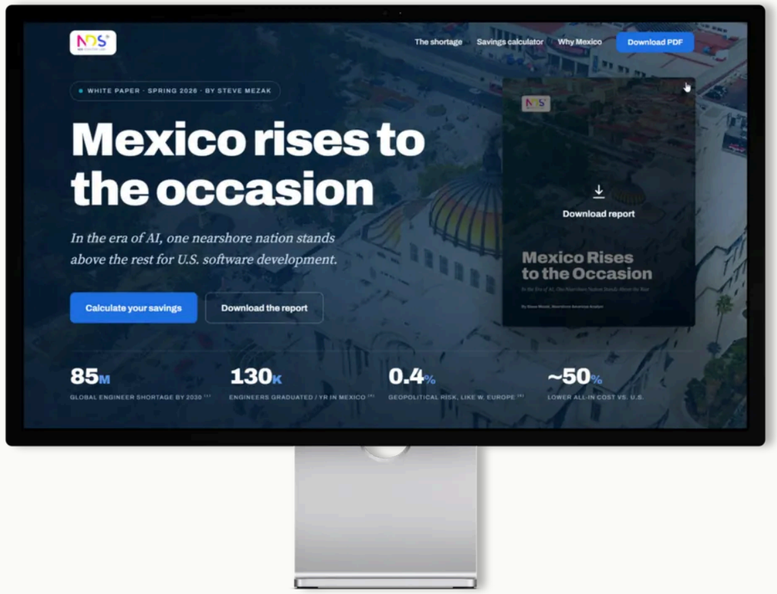
Your permanent home on our site

Hubs are interactive, digital experiences that live permanently on the nearshoreamericas.com domain.

Nearshore Americas will design, develop, host, and manage the Hub for you, directing our audience there at launch.

- Strategic consultation to decide topic or theme
- Animated components, like charts and graphs
- Interactive tools like calculators and tables
- Lead generation form and quarterly analytics
- Digital display ad included for first month
- Launch announcement on all channels.

Only 12 hubs available per year.
Contact us today to secure yours.



INVESTMENT: **$7,995** per Hub

Weekly Roundup Takeover

Show up in thousands of warm inboxes

Put your brand inside the free Weekly Roundup newsletter, delivered to thousands of engaged subscribers with a 50% average open rate.

Masthead Logo

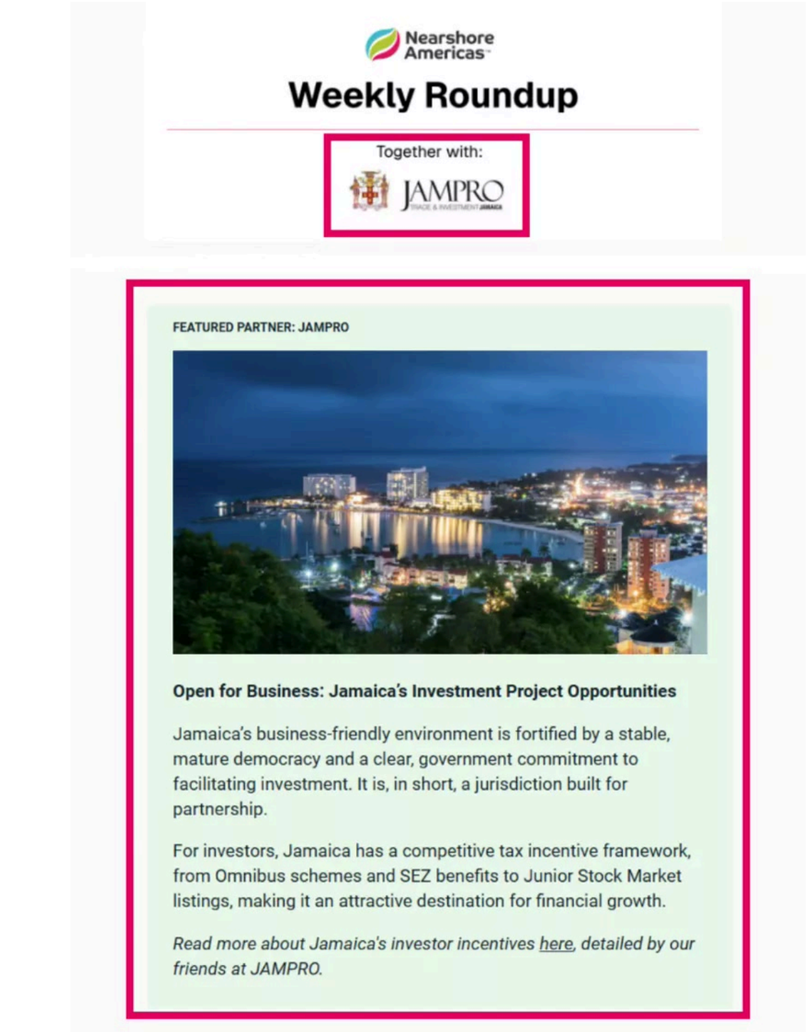
Get instant visibility with your logo and UTM-tagged link. Appears immediately underneath our title banner with a "together with" label.

Sponsored Callout

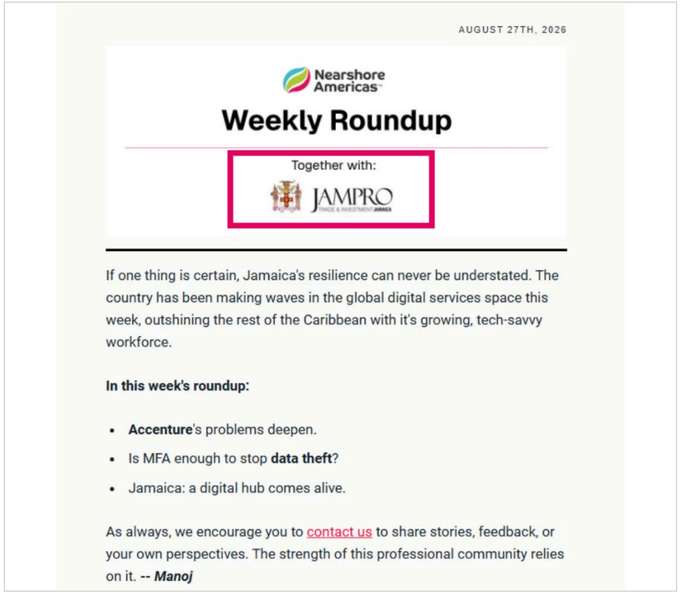
Highlighted 500-character article with large graphic, bold heading, and hyperlinked call to action. Appears after the week's top story.

INVESTMENT:

$495 per issue



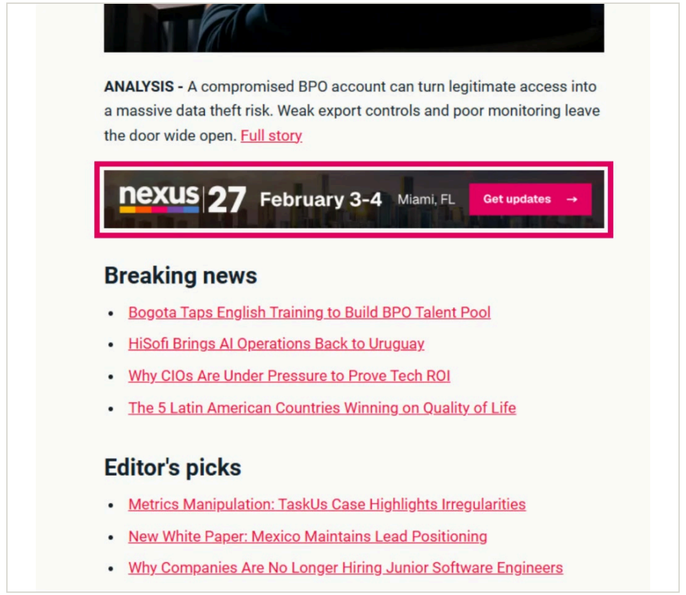
Newsletter Placements



Featured Partner Logo

Banner logo placement + UTM-tagged link.

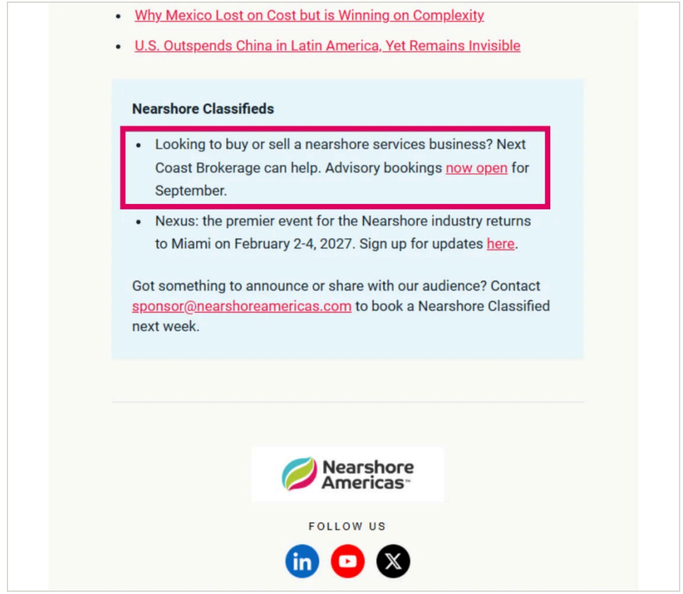
$200 per week



Digital Display Ad

970x90px - GIF/PNG - UTM-tagged URL.

$100 per week



Classified Ad

120 characters + one UTM-tagged URL.

$50 per week

Digital Display Ads - Website

Boost brand recognition fast

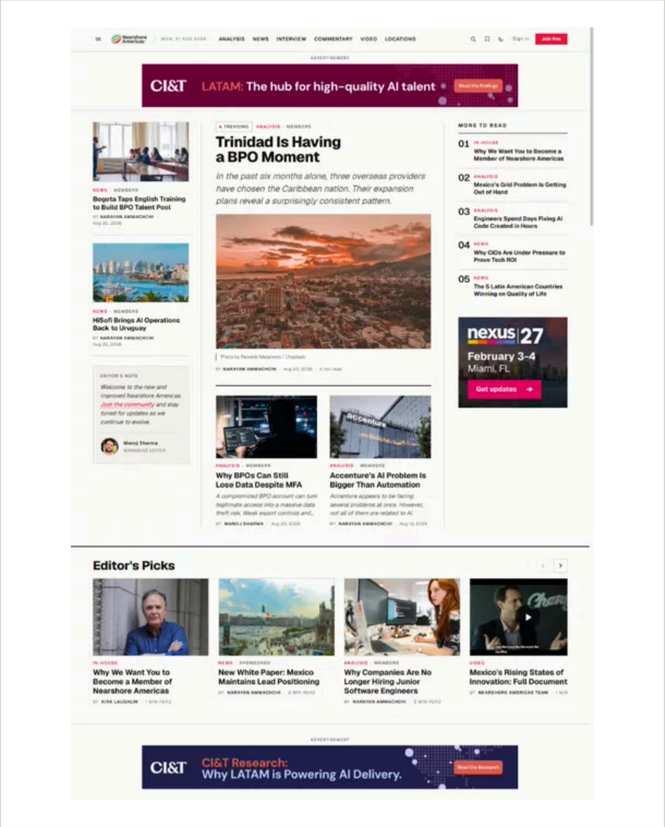
Get in front of thousands of visitors with static or animated ads placed strategically throughout the site.

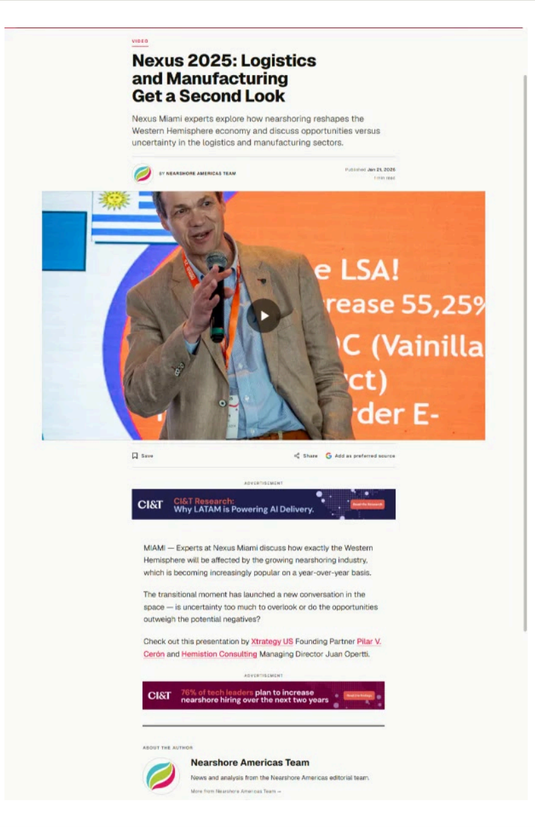
You provide the design. We make sure it's responsive and optimized for all browsers and devices.

INCLUDES:

- Placement of high-resolution PNG or GIF
- UTM tagging for your campaign
- URL to chosen destination
- Ad design services at an additional fee, if required.

Full price list on page 18 →





Price list: Digital display ads

AD TYPE	PLACEMENT	MAX PX	DETAILS	7-DAY RUN
Exclusive site banner	Below navbar. Above Hero.	970 x 90	Every non-sponsored page on the site.	**$495**
Mobile site banner	Below navbar. Above Hero.	320 x 50	**Inc. with exclusive site banner**. Mobile only.	**N/A**
Homepage section base	Between section strips on homepage.	970 x 250	Three spaces. Shared rotation.	**$295**
Article top	Top of every non-sponsored post.	680 x 250	Shows on 9,000+ article posts.	**$295**
Article base	Base of every non-sponsored post.	680 x 250	Shows on 9,000+ article posts.	**$245**
Listings strip	Between listings on category pages.	970 x 250	Shows on 1,500+ category pages.	**$195**
Mobile footer	Floating footer on mobile devices.	320 x 50	Does not appear on desktop or tablet.	**$395**

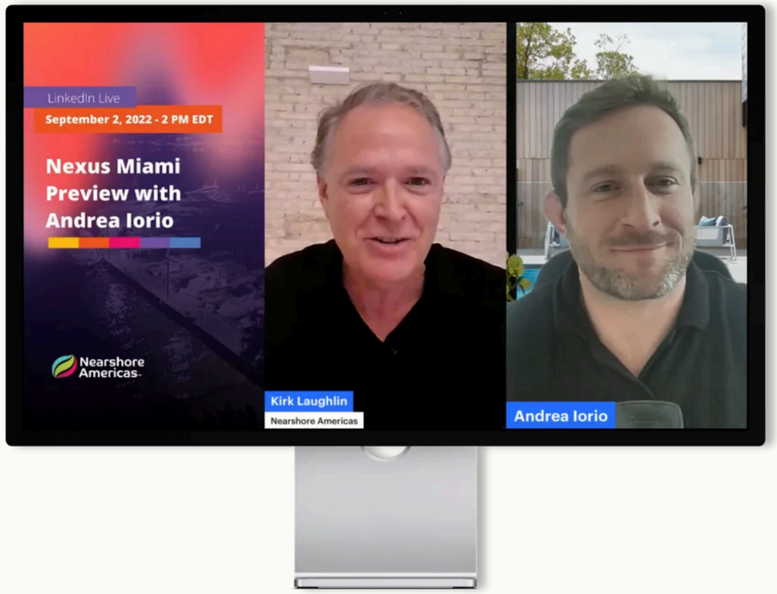
LinkedIn Live

Stream to a high-value audience

Get in front of thousands of senior-level decision makers with an engaging LinkedIn Live discussion between you, your client, and Nearshore Americas.

We help you land on the best topic, handle the marketing, promotion, and provisioning of the streaming platform, with the session moderated by Kirk Laughlin, our founder.

- Potential to reach 9,000 followers
- 45% Senior/Director level
- 2 x LinkedIn posts to drive sign ups
- 1 x newsletter shoutout pre-event



LIVE EXAMPLES:

FPT Software • KeyPrediction

INVESTMENT: **$3,500** (per session) · **$5,000** (two sessions)

Custom Webinar

Broadcast to our community

Take the complexity out of hosting webinars and harness Nearshore Americas' brand authority with our turnkey webinar services.

We provide the technology for hosting and registration, as well as a dedicated producer and moderator for the session. Webinars also include marketing and promotion across our website, newsletter, and social media channels.

- Pre-show strategic planning session
- Generate new leads from registrant data
- Recording hosted on YouTube and our site for 12 months



LIVE EXAMPLES:

Biz Latin Hub • KM2 Solutions

INVESTMENT: **$7,000**

Video Production

Content for maximum visibility

We handle the production, filming, editing, sound design, visual design, and promotion, end to end.

With production crews and editing teams available globally, we can shoot on location or repurpose your existing footage to produce short-form or long-form content, distributed on our channels.

LIVE EXAMPLES:

- Mexico's States of Innovation (Documentary)
- Why Chile? One of South America's Most Stable and Prosperous Nations
- The Importance of Workspace Design: Spaces that Strengthen Teams









INVESTMENT: **Priced by scale** (contact us for an itemized estimate)

Multi-Channel Campaigns

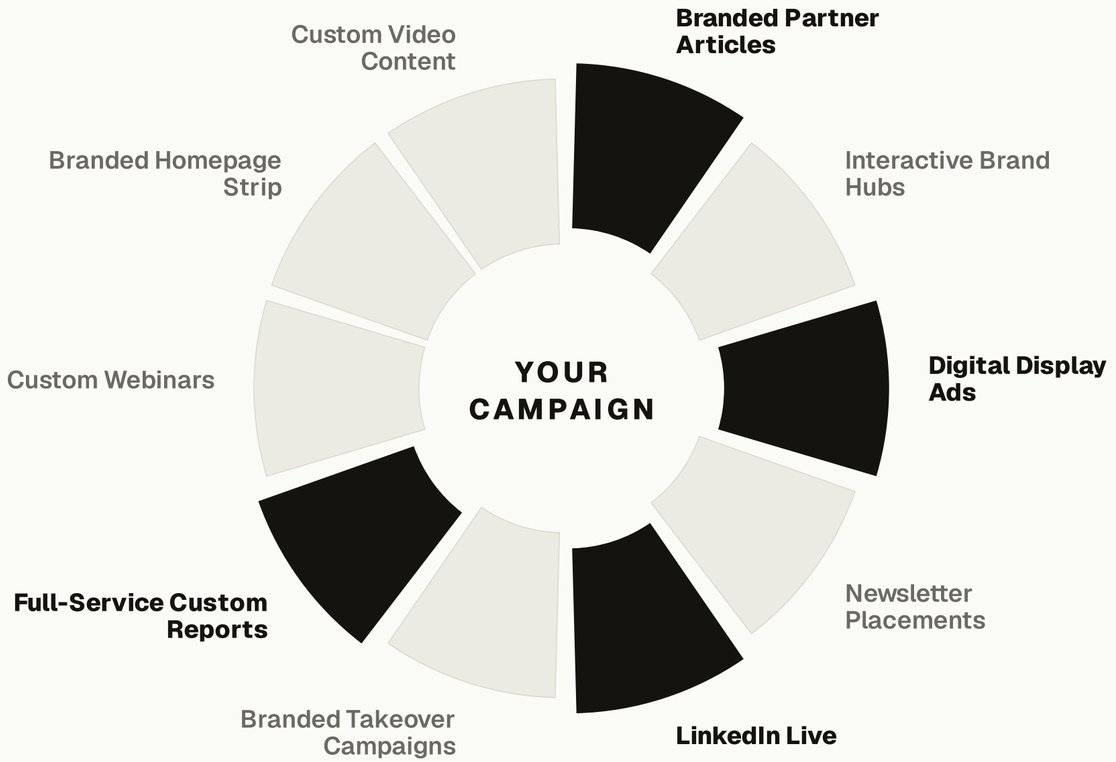
Built for your brand's objectives

Our custom campaigns put your brand and message in front of a wider audience across various platforms.

We'll work with your team to create a rich, multi-channel campaign that aligns with your goals, maximizes your reach, and increases your brand exposure over time.

MCCs can include any number of products in our catalog, making a larger campaign more cost effective. Ask for a quote.

Contact us to design a high-impact custom package.



Harness our brand authority to power your next campaign.



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Kirk Laughlin
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TO LEARN MORE

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