

Refacto

Refacto — AdTech with Analysis · Refacto AI — AI with Analysis

I'm Ken Rona. I write two daily newsletters and send them every weekday. **Refacto** covers the ad-tech business for the people who run it. **Refacto AI** covers AI for engineering leaders getting it into production. Every edition takes a position, and the predictions get graded in public on the site's scoreboard. When I'm wrong, it says so.

~1,500

TOTAL REACH

across all channels

1,400

LINKEDIN

daily analysis posts

100+

SUBSCRIBERS

email & Substack, growing

Who reads it

Operators: people at publishers, agencies, DSPs, SSPs, and identity and measurement companies who make buying and platform decisions, plus engineering leaders responsible for AI in production. It's a small audience, and it's the right one — the readers a broad-reach buy can't isolate. They read Refacto because it takes positions and shows its work.

Placements

■ Presenting sponsor — the newsletters

Two slots in every edition — one at the top of the page, one right after the lead story — your logo and a short message, in email and on Substack, ten editions a week. Sponsors alternate positions daily.

■ Site sponsor — [refacto.app](#)

There is one ad slot on the site — homepage and every article page. At most two sponsors ever share it.

■ LinkedIn

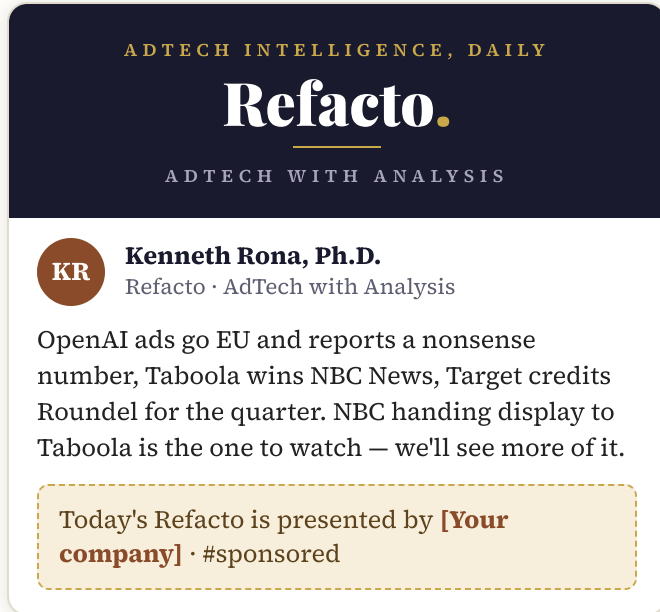
Your name on the daily post, disclosed. This is where most of my readers are today, and I'm not going to pretend otherwise. Sample on the next page.

■ Sponsored content — monthly

Once a month I'll write up one of your press releases in your sponsor block, labeled as sponsored content. Terms on the next page.

Your credit on the daily LinkedIn post

A recent daily post, shown with the sponsor credit in place.



- **Every weekday.** The post goes out with each edition, under the Refacto banner and my byline.
- **Your name in the post itself,** with a link — disclosed as sponsored, not buried in the comments.
- **The big channel.** Roughly 1,400 of my 1,500 readers follow Refacto on LinkedIn today.

Sponsored content, monthly

Once a month I'll cover one of your press releases inside your sponsor block. It's a real write-up in the newsletter's voice, and it's labeled as sponsored content, so readers always know what they're looking at.

Two sponsors, one per category. I take two sponsors at a time, never more, and never two competitors — I won't pair you with a rival data provider. The slots alternate daily: top of the page one day, right after the lead story the next, so both sponsors split the top position evenly. Category calls are mine.

I write everything. Sponsored write-ups included, and I keep final edit on all of it. Sponsorship doesn't buy coverage, and it doesn't change coverage — the calls on the scoreboard stay mine, right or wrong. That's why the readers open it, and it's what you're buying access to.

Rates

First 2,500 subscribers	90¢
Next 2,500 — to 5,000	75¢
Next 2,500 — to 7,500	60¢
Above 7,500	45¢

Per subscriber, per month, on six-month terms — both slots price the same. I count subscribers across every channel Refacto publishes on. The rate locks at signing and resets at renewal — if the audience doubles mid-term, you keep the old price.

Today, at roughly 1,500, a slot runs **\$1,350 a month.**