



# Ship Radar Media Kit

Sponsor the weekly AI tools newsletter for vibe coders & indie builders

Ship Radar · [getshipradar.com](https://getshipradar.com) · [@shipradar](https://twitter.com/shipradar)

# Ship Radar at a glance

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**What:** A free weekly email newsletter. Each issue rates 5 new AI tools for vibe coders and indie builders 1-5, with real pricing and a straight verdict. **Where:** shipradar.beehiiv.com · getshipradar.com · X @shipradar **Started:** Issue #1 went out October 14, 2026. **Readers:** Vibe coders, indie hackers, solo founders, and first-time builders who use Cursor, Claude, Lovable, Bolt, and the like, and who pay for tools that help them ship.

## Audience, honestly

We're a new publication, and we'd rather tell you that than inflate numbers. Founding sponsors get: - **Launch pricing**, locked in for 3 months - **Live numbers before you pay**: current subscribers and the last issue's open and click rates, taken straight from beehiiv - **A click report** within 72 hours of your send

| Metric                         | Value (fill in from beehiiv before sending) |
|--------------------------------|---------------------------------------------|
| Subscribers                    | [TODO]                                      |
| Avg. open rate (last 4 issues) | [TODO]                                      |
| Avg. click rate                | [TODO]                                      |
| X followers (@shipradar)       | [TODO]                                      |

# Placements and pricing

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| Placement                | What you get                                                                                                                                                    | Price                                                                  |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>Featured Tool</b>     | Top slot labeled "Sponsored," with logo, a 60-word blurb, and a CTA. Pinned on getshipradar.com for 7 days, plus 1 post from @shipradar. Click report included. | <b>\$99/week</b> (founding: <b>\$49/week</b> for the first 5 sponsors) |
| <b>Quick Hit</b>         | A 25-word mention in Quick hits, labeled "Sponsored"                                                                                                            | <b>\$29/issue</b>                                                      |
| <b>4-Week Pack</b>       | 4 Featured Tool weeks, a 30-day site banner, and a directory "Featured" badge                                                                                   | <b>\$299</b> (saves \$97)                                              |
| <b>Directory listing</b> | A permanent listing in the getshipradar.com/tools directory                                                                                                     | <b>\$29 one-time</b>                                                   |

## Creative specs

- **Logo:** PNG or SVG, square, at least 256×256
- **Headline:** 8 words or fewer
- **Blurb:** 60 words or fewer for Featured, 25 for a Quick Hit. Plain language and no ALL CAPS. We may edit for clarity, and you approve the final copy.
- **Link:** one URL. UTM parameters are welcome.
- **Deadline:** Friday 5 PM CT for the following week's issue

## How booking works

1. Request a week through the form at [getshipradar.com/sponsor](https://getshipradar.com/sponsor). We confirm within 24 hours.
2. Pay with the Stripe link we send. Card, Apple Pay, and Google Pay all work.
3. Send your creative.
4. It goes live in the issue and on the site, and you get a report within 72 hours.

## Our rules

- Sponsored slots are always labeled.
- A sponsor is never rated in the same issue, and ratings are never for sale.
- We accept tools that are useful to builders. We don't accept crypto pumps, gambling, or adult content.
- If we miss your week, you choose a full refund or a free reschedule.

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