Banner Advertising

Reach more than 100 million+ developers and technologists. Advertise your technology or service on Stack Overflow and our tech-focused Stack Exchange sites.

- **Market With Authenticity**
  Integrate with developers’ interests

- **Consistency Is King**
  Use every opportunity to reinforce your message

- **Provide Immediate Value**
  Developers’ attention and time is precious, use it well

Our average viewthrough conversions are 14x higher than clickthrough conversions.

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**Specs**

- **728x90 (desktop only)**
  Leaderboard across all pages
  Mid-page leaderboard on question pages

- **300x250 (blended placement across desktop and mobile)**
  Right sidebar on desktop
  In-line with questions on mobile

- Minimum spend: $15,000 per month or $10,000 per month for three months

- Maximum 25% SOV on any topic tag

- We offer programmatic direct deals on a case-by-case basis

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Helping write the script of the future by serving developers and technical workers
Visit stackoverflow.com/advertising to learn more.
Run of site or run of network

Our Run of Site offering extends across all of Stack Overflow. Our Run of Network offering extends across 24 Stack Exchange technology-focused sites.

Challenges addressed:

- Support conversion
- Quality leads

We know this is a different way to target for you.

We know you may not know where to start.

We've developed topic tag groupings on common technologies to help get you started if you need it.

Exclusive, real interest-based targeting

- Did you know, every question asked on Stack Overflow can have up to five topic tags and must have at least one?
  - javascript
  - php
  - node.js
- 60,000 topic tags at last count
- We target your advertisements based on these Topic Tags
  Gives advertising precise relevancy.
  Exclusive, interest-based targeting delivers the right message to the right person at the right time.

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