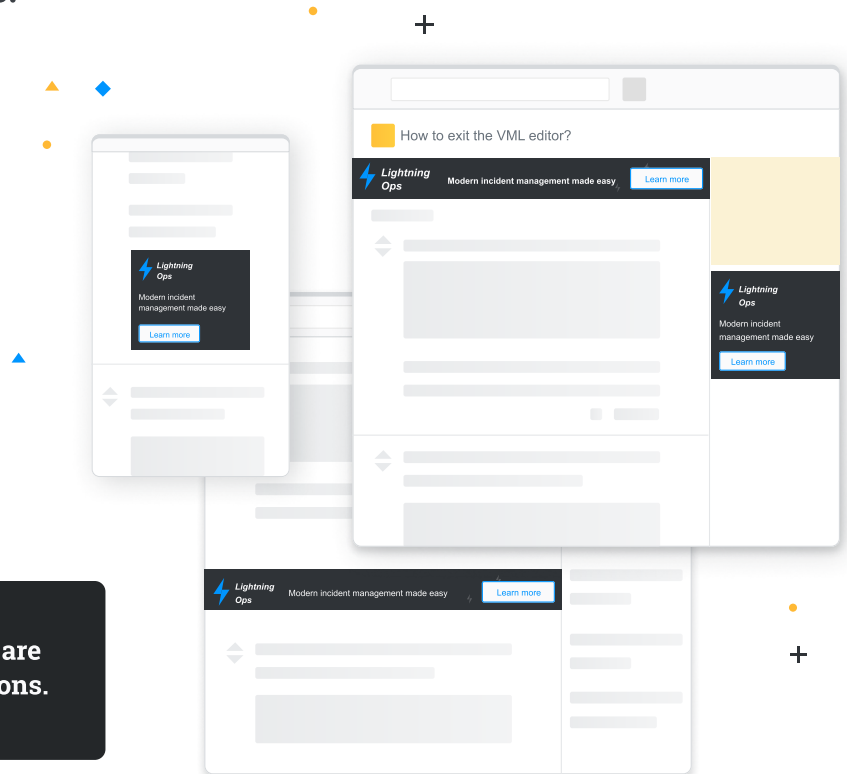# Banner Advertising

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

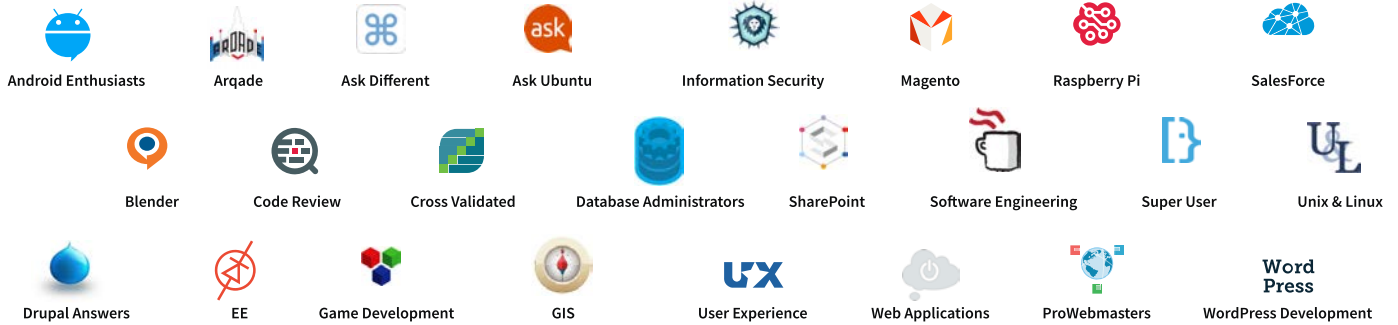> Our average viewthrough conversions are 14x higher than clickthrough conversions.

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**

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.

Android Enthusiasts	Arqade	Ask Different	Ask Ubuntu	Information Security	Magento	Raspberry Pi	SalesForce
Blender	Code Review	Cross Validated	Database Administrators	SharePoint	Software Engineering	Super User	Unix & Linux
Drupal Answers	EE	Game Development	GIS	User Experience	Web Applications	ProWebmasters	WordPress Development

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.