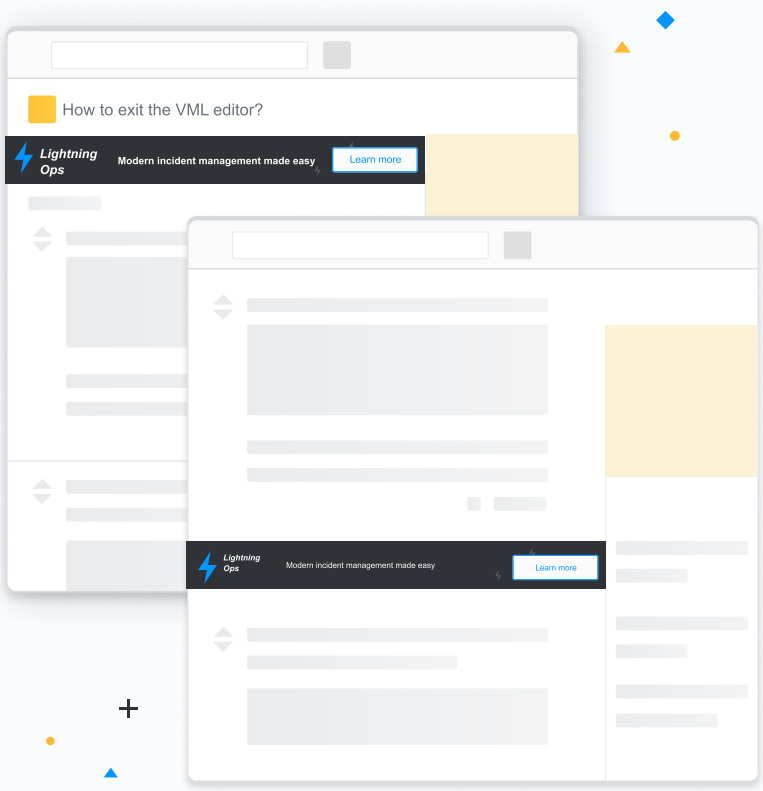
stack overflow ADVERTISING

Direct to Developers

The ultimate way to provide value to developers. Precisely map your content to millions of questions on Stack Overflow.

It starts with our **20+ million questions** and your technical content:

- **We scan all your technical content and documentation (tutorials, videos, white papers, blogs).**
- **We map questions on Stack Overflow to specific pieces of your technical content and documentation.**
- **When developers come to question pages on Stack Overflow, a link to your precisely matched technical content and documentation is right there for them.**

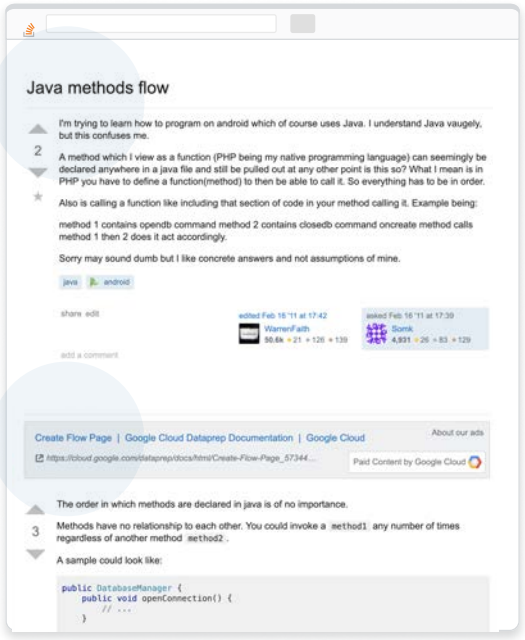


Helping write the script of the future by serving developers and technical workers
Visit stackoverflow.com/advertising to learn more.

ADVERTISING

Your technical content is there when developers need it

- ✓ **Developer Question**
- ✓ **Your Matched Content**



You provide the ultimate value to developers

With over 20 million questions and growing, Stack Overflow has the depth to precisely map needs to your content.

- ✓ **The moment developers come to Stack Overflow, you know they are facing a programming challenge.**
- ✓ **You've built trust by anticipating their needs and making them smarter.**
- ✓ **Directing them, at that critical moment, to your technical content and documentation helps them find solutions and get back to building.**
- ✓ **And you've reduced your risk of churn by reducing developer frustration.**

Specs

- **Requires more than 200 pieces of technical content**
- **728x90 (desktop only)**
- **Mid-page leaderboard on question pages**
- **Priced on a CPC basis**

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