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:

1. We scan all your technical content and documentation (tutorials, videos, white papers, blogs).
2. We map questions on Stack Overflow to specific pieces of your technical content and documentation.
3. 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.
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.
- Directing them, at that critical moment, to your technical content and documentation helps them find solutions and get back to building.
- You’ve built trust by anticipating their needs and making them smarter.
- And you’ve reduced your risk of churn by reducing developer frustration.

Specs

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

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