

## Podcast Advertising

# Promote your brand to our tuned-in tech audience

The Stack Overflow Podcast features conversations about working in software development, learning to code, and the culture of computer programming. Hosted by Sara Chipps, Paul Ford, and Ben Popper, we share questions from our community, interviews with fascinating guests, and humorous takes on what's happening in tech.

## With Podcast Advertising, you can:

- ✓ **Increase your brand's exposure**  
Averaging 12,500 - 15,000 downloads per episode — and growing. We actively promote our podcasts for even greater exposure.
- ✓ **Present your message in an authentic way**  
Have people, who talk tech every day, talk about your brand. Ads are seamlessly woven into each episode's content by our hosts.
- ✓ **Reach an engaged audience**  
Capture developers' attention with your message when they're actively listening to our podcasts.



## Specs

- ✓ Produced twice a week
- ✓ :15 second pre- or mid-roll ad placement available
- ✓ Voiceover provided by Stack Overflow host
- ✓ Provide a 30-40 word script, in addition to a URL, promo code, etc. where listeners can find more information

Helping write the script of the future by serving developers and technical workers

Visit [stackoverflow.com/advertising](https://stackoverflow.com/advertising) to learn more.