**Topic Tag Sponsorship**

Deliver evergreen awareness of your brand, technology, or service on Stack Overflow.

**Increase Visibility** — *Expand your voice* — Each topic tag sponsorship gives you 50% share of voice (SOV) on that topic tag target, across all of Stack Overflow, maximizing your brand recognition and marketing message.

**Distinct** — *Attention without distraction* — A simple logo on a topic tag makes it pop out on all pages; drawing attention to the topic and your company.

**Naturally Native** — *Naturally part of the thread* — If the topic is being browsed or discussed, your company is naturally part of new and existing content and continuing threads.

**Challenges addressed:**

- Support conversion
- Quality leads

**Specs**

- Topic Tag Sponsorship is only visible on desktop site
- Includes up to 5 external links in header on tag page
- Logos on topic tags are only allowed for copyright holders
- 100x100 and 36x32 transparent background logos required
- Banner ads follow banner ad specs