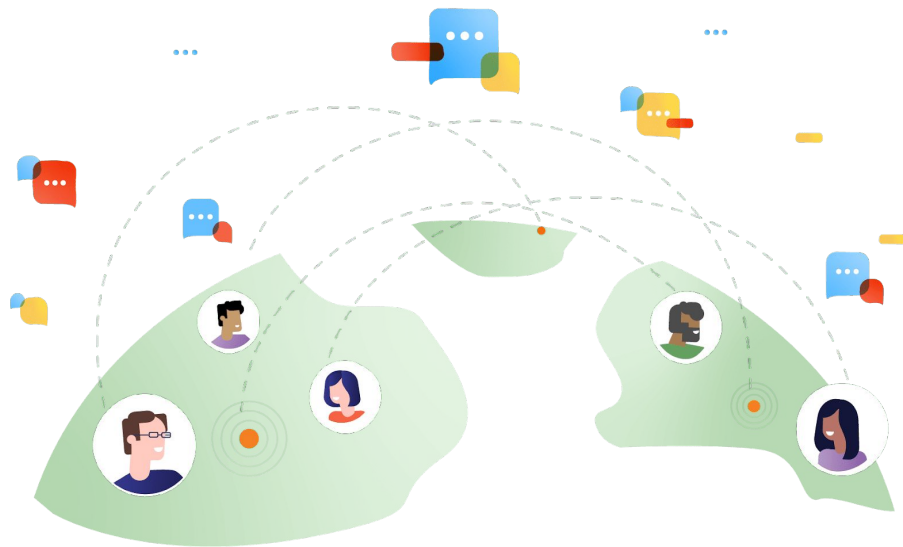


# Media kit

Stack Overflow Advertising can put your technology or service in front of more than 100 million people in tech.



Contact us to get started today

[stackoverflow.com/advertising](https://stackoverflow.com/advertising)

# Stack Overflow is the largest global, technology-focused platform in the world.

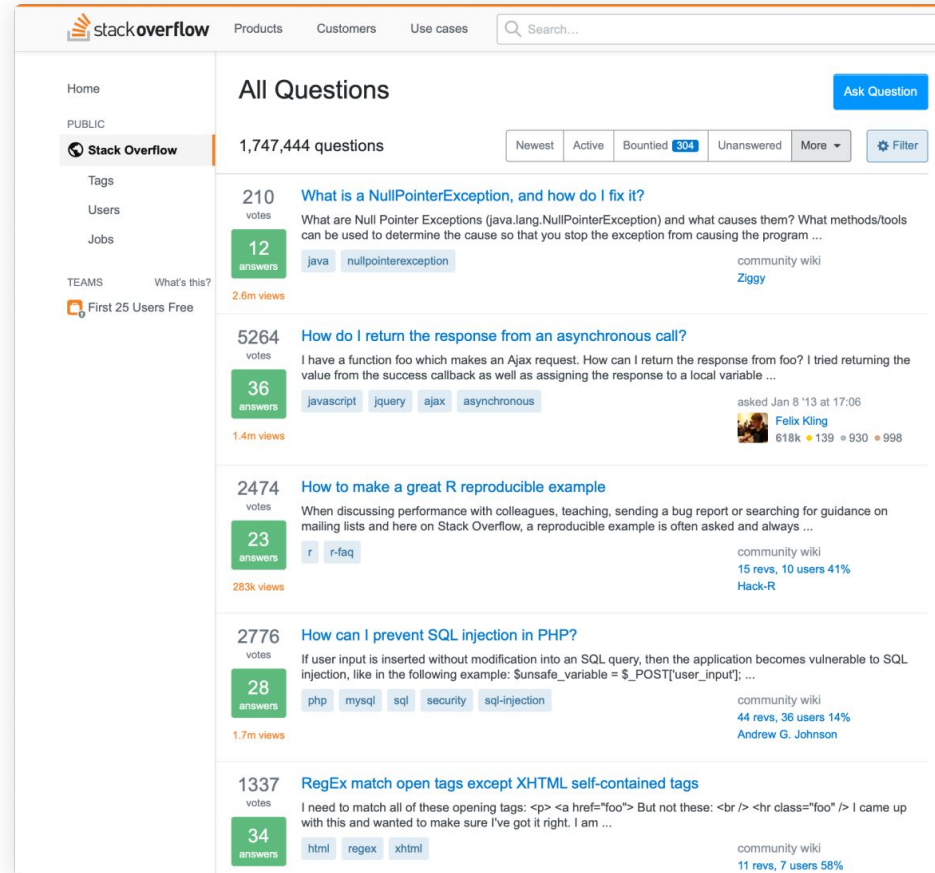
**Our mission** is to empower the world to develop technology through collective knowledge.



# When developers have a coding problem, they head to **Stack Overflow**.

Because they know they'll find a solution.

- ✓ It's a **free** and **open** forum
- ✓ It hosts a **community-built** library of coding knowledge
- ✓ It's for beginner, expert and **professional developers**



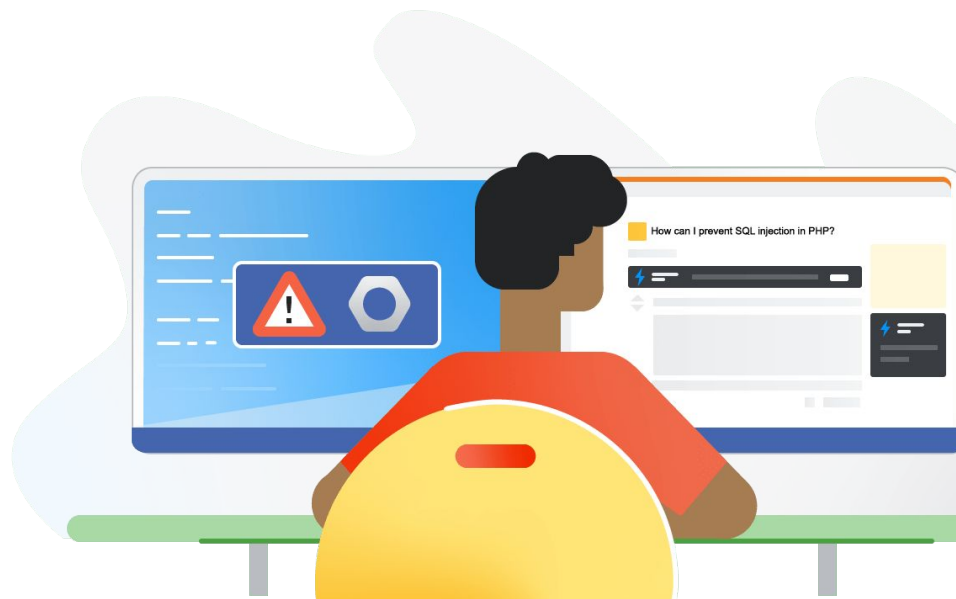
The screenshot displays the Stack Overflow homepage. At the top, the navigation bar includes the Stack Overflow logo, links for Products, Customers, and Use cases, and a search bar. Below the navigation, the main content area is titled "All Questions" and shows a total of 1,747,444 questions. A filter bar allows users to sort questions by Newest, Active, Bountied (304), Unanswered, and More, with a Filter button. The left sidebar contains navigation links for Home, PUBLIC (Stack Overflow), Tags, Users, Jobs, TEAMS, and What's this? (First 25 Users Free). The main list of questions includes:

- 210 votes**, **12 answers**, **2.6m views**: "What is a NullPointerException, and how do I fix it?" (tags: java, nullpointerexception, community wiki, Ziggy)
- 5264 votes**, **36 answers**, **1.4m views**: "How do I return the response from an asynchronous call?" (tags: javascript, jquery, ajax, asynchronous, asked Jan 8 '13 at 17:06, Felix Kling, 618k, 139, 930, 998)
- 2474 votes**, **23 answers**, **283k views**: "How to make a great R reproducible example" (tags: r, r-faq, community wiki, 15 revs, 10 users 41%, Hack-R)
- 2776 votes**, **28 answers**, **1.7m views**: "How can I prevent SQL injection in PHP?" (tags: php, mysql, sql, security, sql-injection, community wiki, 44 revs, 36 users 14%, Andrew G. Johnson)
- 1337 votes**, **34 answers**: "RegEx match open tags except XHTML self-contained tags" (tags: html, regex, xhtml, community wiki, 11 revs, 7 users 58%)

# We're an indispensable part of the tech community's workflow

**59%** of developers and technologists visit Stack Overflow **every day**

**82%** of developers and technologists visit Stack Overflow **at least a few times each week**





Put your technology or service in  
front of the world's largest  
developer and technical audience

**Advertise on Stack Overflow.**

# The world's largest developer and technical audience

stackoverflow.com statistics

## 100+ million

Monthly visitors to Stack Overflow & Technical Stack Exchange sites <sup>1</sup>

## 6+ million

Monthly US visitors to Stack Overflow <sup>2</sup>

## Top 50

Website in the world <sup>3</sup>

## 21+ million

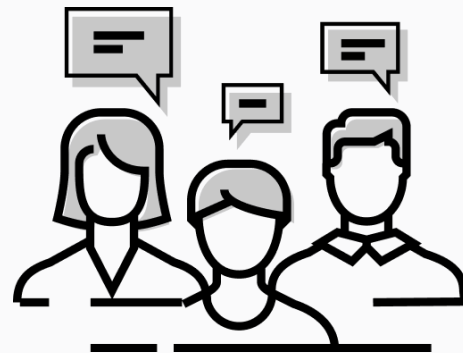
Questions and counting <sup>1</sup>

## 13.6 seconds

Average time between new questions <sup>1</sup>

## 50.6+ billion

Number of times a developer or technologist got help <sup>1</sup>



<sup>1</sup> Internal metrics

<sup>2</sup> Comscore, January 2021

<sup>3</sup> Alexa.com

# The Stack Overflow advantage

Thanks to our **unique position with the developer and technical community**, our advertising platform delivers equally unique advantages.



## Highly relevant

Developer-focused content



## Exclusive targeting

Interest-based; No algorithms and full transparency



## Brand safe

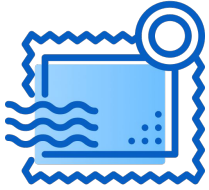
Constant moderation; universal guidelines



## Unparalleled support

From campaign strategy to execution and optimization





## Highly relevant

Put your message alongside content that matters to developers.

- ✓ Developers find us, **even if they aren't looking**
- ✓ **21+ million questions** have been optimized to make it easy to find an answer - whether they start from a search engine or the Stack Overflow home page.
- ✓ Developers **trust Stack Overflow** because it's their place. They ask the questions. They moderate and vote on the answers.
- ✓ Nothing is behind a gate or paywall. They have **full access** to the content they need to get their answer.





## Brand safe

We keep our brand safe so yours is too.

- ✓ Community moderators **actively monitor** the site to ensure Stack Overflow is a welcoming and helpful site for all developers.
- ✓ Moderators **come from the community** and take their role of question and content quality seriously. **Millions of flags** are handled each year to keep abusive, unwelcoming and inappropriate content off the site.
- ✓ Our **developer-first advertising guidelines** ensure an enjoyable, relevant, and focused experience. No gimmicks, flash, or intrusive ads.
- ✓ Developers and the brands that work with us **trust the advertising experience**.



## Exclusive interest-based targeting

Deliver the right message to the right person at the right time.

- ✓ Every question on **Stack Overflow** has at least 1 and up to 5 topic tags. These tags categorize content on the site.

javascript php node.js

- ✓ More than 60,000+ topic tags exist on Stack Overflow
- ✓ Ads are targeted based on these tags ensuring precise, contextual relevancy.
- ✓ This ensures your ad reaches the right person, with the right message, at the right moment.
- ✓ We only apply real user-identified, interest-based targeting to your campaign.



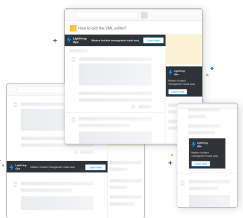
## Unparalleled Support

Rely on our expertise to achieve your marketing and business goals.

- ✓ We will work with you to **tailor a media strategy** that aligns with your goals.
- ✓ Post-sales support ensures **seamless execution and optimization** of your campaign.
- ✓ Ongoing **campaign reporting** based on your support tier.
- ✓ **Tiered support levels** based on ad spend.

Advertising opportunities

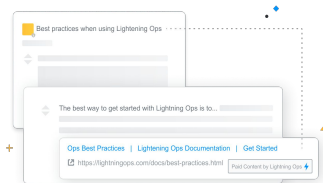
# Advertising Solutions



## Banner Advertising

Precise reach to millions of developers

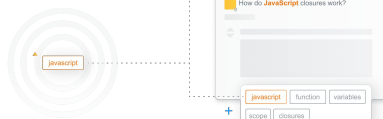
Supports your lead gen and search strategies



## Direct-to-developers

Exclusive to Stack Overflow

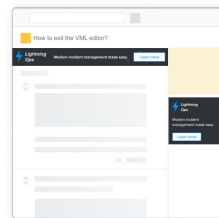
Build trust and reduce your risk of churn



## Topic Tag Sponsorships

Always on awareness

Increase brand awareness and familiarity



## Site Sponsorships

Support new and emerging communities

Help build a living library of knowledge on a niche topic

## Challenges addressed

- + Support conversion
- + Quality leads

- + Support conversion
- + Content distribution

- + Support conversion
- + Quality leads

- + Support conversion
- + Quality leads

**i** View-through conversions are **14x higher** than click-through conversions

# Advertising Solutions



## Newsletter Advertising

Extend your reach to millions of subscribers

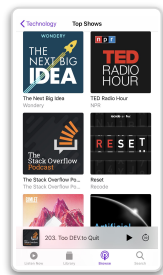
Engage with developers across channels



## Podcast Advertising

Increase your exposure with a highly engaged audience

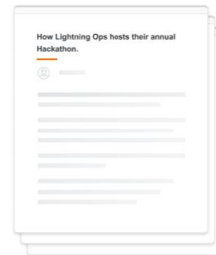
Present your brand in an authentic way



## Sponsored Podcasts

Establish authority in your category

Develop trust with developers & technologists



## Sponsored Blog Posts

Establish your brand as a thought leader

Drive awareness with high-value content

## Challenges addressed

- + Brand awareness
- + Support conversion

- + Brand awareness
- + Support conversion

- + Brand awareness

- + Brand awareness
- + Support conversion

## Solutions

# Banner advertising



Put your technology or service **in front of the world's largest** developer and tech community.

- 1. Right audience, right message**  
Reach the right audience, with the right message, at the right time.
- 2. Consistency is king**  
Use every opportunity to reinforce your message.
- 3. Provide immediate value**  
Capture developers' attention. Their time is precious, use it well.

The image shows a screenshot of a developer website with several banners and callouts. An orange line connects the first point of the list to a banner for "Android Jetpack". Another orange line connects the second point to a banner for "ObservaBLT". A third orange line connects the third point to a banner for "The power of the AWS cloud now at the edge of the first 5G network.".

**Android Jetpack**  
Components to make it easier for you to develop great Android apps  
[LEARN MORE](#)

**Optimizely**  
OPTIMIZELY ROLLOUTS  
**Deploy Winning Experiences Every Time**  
[FREE FEATURE FLAGS](#)

**ObservaBLT**  
A Tasty Trio of Logs, Metrics & APM in Elasticsearch  
[TRY FREE](#)  
elastic.co/elk-stack

**Microsoft Azure**  
Start building apps today with 25+ free services and a \$200 credit  
[Try Azure free >](#)

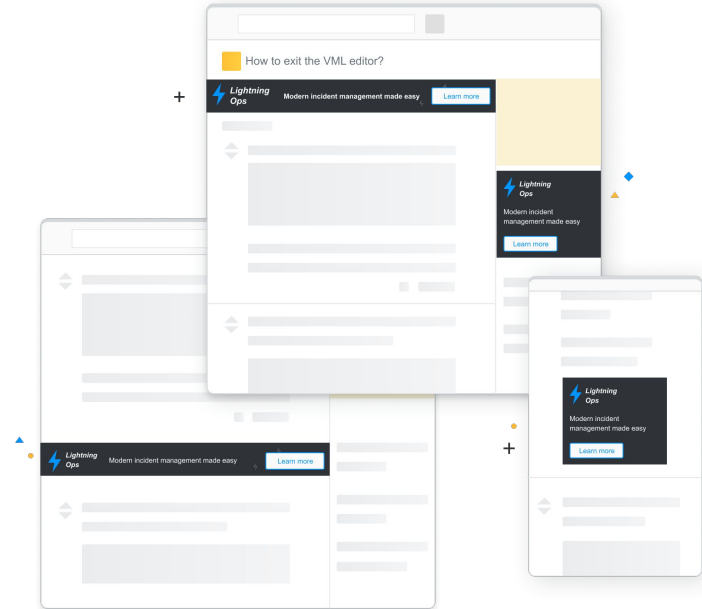
**SpinUp**  
A new DIY cloud for GSD people.  
Servers start at \$5/mo.  
[Get it done](#)

**The power of the AWS cloud now at the edge of the first 5G network.**  
[Learn more >](#)  
aws verizon

**One-click model training and deployment**  
Build, train, and deploy machine learning models with Amazon SageMaker  
[Learn More >](#)  
aws machine learning

# Banner advertising: 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 requirements**  
\$15,000 for one month or \$10,000 per month for three months
- ✓ **Maximum 25% SOV on any topic tag**
- ✓ **Programmatic direct deals**  
Offered on a case-by-case basis



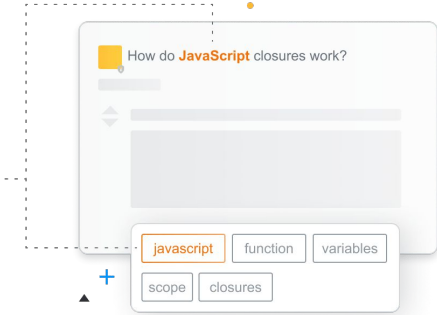
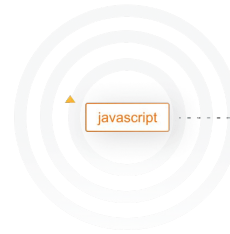


## Solutions

# Banner advertising: Topic Tag targeting

Your ads will be contextually targeted using our proprietary Topic Tags.

They're organized into the following groups to make it easy to identify the tags that are most relevant to your campaign:



## Implementation

DevOps  
Project management

## Operating Systems

Android  
iOS and Apple

## Specializations

Data science  
Finance and/or Payments  
Security  
Artificial Intelligence  
Machine learning  
Geolocation  
Game Developer

## Systems

IoT  
Mobile  
Blockchain  
Cloud  
Database and SQL  
Database  
Augmented Reality and Virtual Reality  
Networking  
Architecture and Infrastructure

# Banner advertising: Additional targeting options

The following targeting parameters can also be applied to your campaign on Stack Overflow:

## Enterprise Developers

250+ developers (only available for US, UK, and Ireland)

Defined as known IP addresses for companies with a certain number of developers

## Industry

Energy  
Electronics  
Manufacturing  
Academic (students)  
Consulting  
Media  
Tech (software/web)  
Government  
Healthcare  
Retail  
Finance

Defined as known IP addresses for companies within a specific industry

## Stack Overflow Participation

### Reputation points (read more [here](#))

200 - 1,499  
1,500 - 4,999  
5,000 - 9,999  
10,000+

### Engaged user

Signed in users who have earned more than 25 reputation points in the last 30 days

## Solutions

# Banner Advertising: Account Targeting

Reach and engage developers and technologists at your target accounts

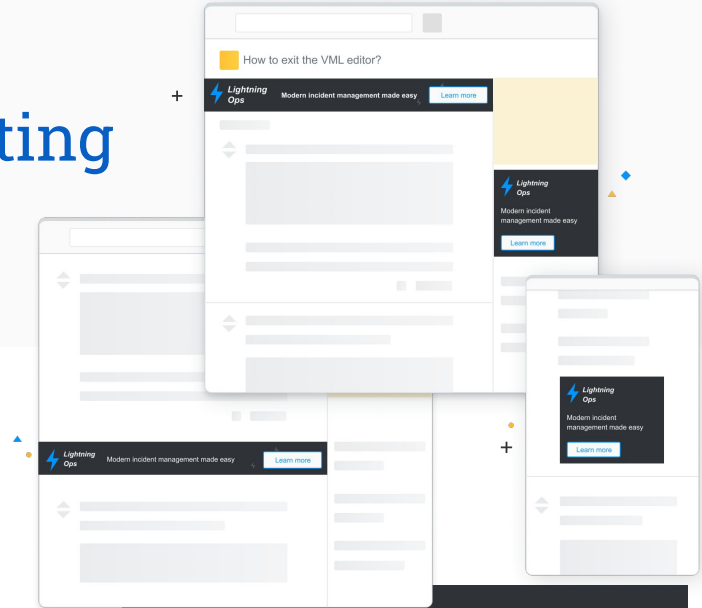
Select from our predefined list of more than **9,000** companies you can reach on our network and we'll target your banner advertising campaign directly to those accounts.

With **Account Targeting**, you can:

Reach the accounts that **matter most** to your business.

**Engage and convert** accounts your sales team will love.

Support a **range of marketing objectives** - including prospecting, cross-selling/up-selling, re-engaging, and nurturing.



## Specifications

- + All standard Stack Overflow Advertising banner ad sizes and placements supported.
- + Limited geotargeting is available.
- + No company list required. Select from our predefined list of 9,000+ companies.
- + Wraps allowed for IAS, MOAT, and Double Verify tags. Standard UTM parameters may be appended to destination URLs.

## Solutions

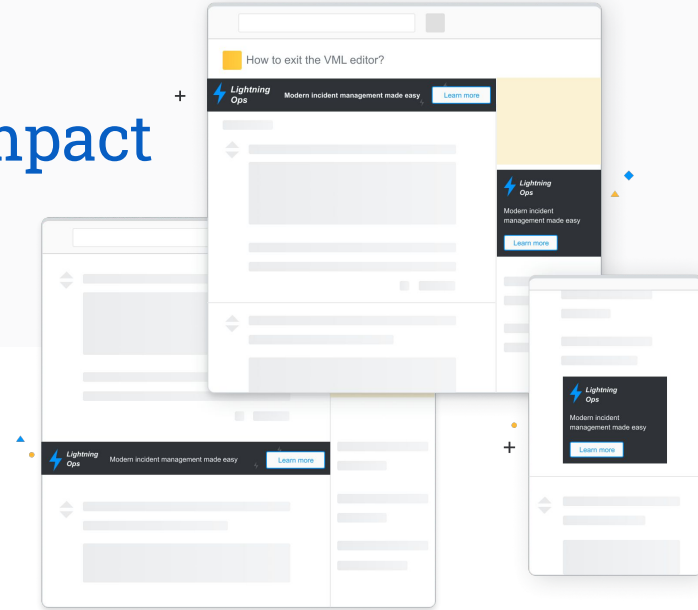
# Banner Advertising: 24-hour High Impact

High visibility branding opportunity. Amplify product launches, events, partnerships, and other announcements.

**24-hour High Impact** campaigns lift the 25% SOV limit for a single day so you can purchase as much available inventory as your budget allows.

### How it works:

- ✓ **Decide on the site:** Stack Overflow or select Technical Stack Exchange Network sites.
- ✓ **Decide on the reach:** Global or country specific. Topic Tag targeted or untargeted. Frequency cap or no frequency cap.
- ✓ **Decide on the day:** Coordinate with product launch day or select another day in the month.



### Considerations:

- + Your reach will determine the pricing of the single day campaign and the final share of voice (SOV) for the campaign.
- + An unlimited budget and a day that's well into the future (6+ months) means you could get close to 100% SOV for those 24-hours.

# Banner advertising: Stack Exchange

Extend your reach beyond Stack Overflow with our **Stack Exchange Network**, a collection of Q&A sites for enthusiasts of different topics.

- ✓ 170+ sites for passionate enthusiasts
- ✓ Includes Tech Run of Network, 62 technology-focused sites
- ✓ Geo targeting available

[View the full list of Stack Exchange sites](#)

StackExchange 



Solutions

# Banner advertising: Technical Stack Exchange



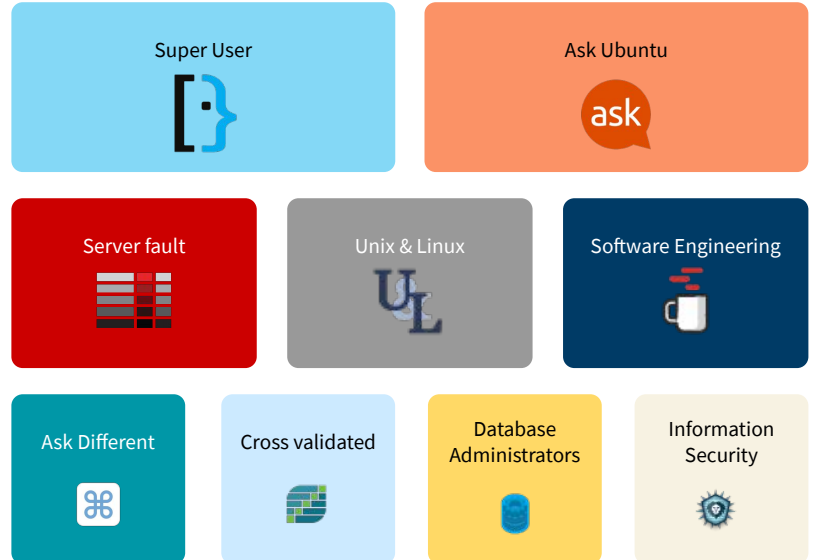
Reach a broader technology audience with Tech Run of Network, **62 technology and computing-focused sites** in the Stack Exchange network.

All 62 sites built and visited by **passionate professionals** and enthusiasts who have a desire to learn and share knowledge.

With **3.1 million questions** and **3.5 million answers**, these sites are often on the first page of Google results.

**Limited amount of visitor overlap with Stack Overflow** (<1%) means this can expand your reach to a unique, technology-focused audience.

StackExchange 



## Solutions

# Direct to Developers

Precisely map your content to millions of questions on Stack Overflow and Tech Stack Exchange sites.

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 **build trust** by anticipating their needs and making them smarter.

And you've **reduced your risk of churn** by reducing developer frustration.

Currently mongoDB Atlas has a copy and paste option for "mongodump" in the "Command Line Tools" section of your cluster. First login to your mongoDB Atlas cluster. Next, on the left side of the screen make sure "Clusters" is chosen. Then, you'll see two options "Overview" and "Security", make sure "Overview" is chosen. Directly below "Overview" you should see "Sandbox". Under "Sandbox" you should see the name of your cluster which is a clickable link, click it. You'll then see a number of optional links to click, click "Command Line Tools". Here you'll see the copy and paste option for "mongodump".

share edit answered Jul 5 '18 at 22:01  
charliecode  
131 • 1 • 3

1 This helped but now it is under Cluster -> Drop down select next to 'Collections' button -> Command Line Tools  
- whla Mar 7 at 20:58

add a comment

Real-Time Performance Panel - MongoDB Atlas About our ads  
<https://docs.atlas.mongodb.com/real-time-performance-panel/> Paid Content by MongoDB

Best practices when using Lightning Ops

The best way to get started with Lightning Ops is to...

Ops Best Practices | Lightning Ops Documentation | Get Started  
<https://lightningops.com/docs/best-practices.html> Paid Content by Lightning Ops

## Specifications

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

# Technical content is like a compass for developers and technologists.

- ✓ Speeds up the learning curve
- ✓ Increases proficiency
- ✓ Reduces frustration by eliminating wrong turns and wasted time

—  
“The traffic we see from this is equal to the organic engagement when someone is searching for us or our tools. They are spending as much time on site and going to as many pages. And compared to our cost per reader through other distribution channels, it’s very affordable.”

**Troy Blanchard**

Sr. Manager of Marketing, Twilio

## Recommended Assets

+ Tutorials

+ How-to videos

+ White papers

+ Technical documentation



# It starts with millions of questions on our sites and your technical content

1

We scan all your technical content & documentation (tutorials, videos, white papers, blogs).

2

We map questions on Stack Overflow and our Tech Stack Exchange sites to specific pieces of your technical content and documentation.

3

When developers come to question pages on our sites, a link to your precisely matched technical content & documentation is right there for them.

# Your technical content is there when developers need it

## Question

### Java methods flow 1

I'm trying to learn how to program on android which of course uses Java. I understand Java vaguely, but this confuses me.

2

A method which I view as a function (PHP being my native programming language) can seemingly be declared anywhere in a java file and still be pulled out at any other point is this so? What I mean is in PHP you have to define a function(method) to then be able to call it. So everything has to be in order.

★

Also is calling a function like including that section of code in your method calling it. Example being: method 1 contains `opendb` command method 2 contains `closedb` command oncreate method calls method 1 then 2 does it act accordingly.

Sorry may sound dumb but I like concrete answers and not assumptions of mine.

java android

share edit

edited Feb 16 '11 at 17:42  WarrenFaith 50.4k • 21 • 126 • 139

asked Feb 16 '11 at 17:39  Somk 4,916 • 26 • 83 • 129

add a comment

### 7 Answers

active oldest votes


2

A method which I view as a function (PHP being my native programming language) can seemingly be declared anywhere in a java file and still be pulled out at any other point is this so?

Well, partially true :-). Java (like many other languages) has the concept of "visibility" of a method (functions are usually called "methods" in Java). If a method is `private`, it is only visible (and usable) inside the same class, if it is `public` is can be called from anywhere. See e.g. the excellent Java tutorial, which covers this: <http://download.oracle.com/javase/tutorial/java/javaOO/accesscontrol.html>

However, unlike PHP, the order in which methods are declared inside a single class is irrelevant. You can call a method from the same class before the point/line of its definition.

## Your Matched Content

 sleske 58.4k • 26 • 141 • 187

Calling a function is definitely **not** like including that section of code in the calling method, at least not in comparison to how PHP works. Local variables in one Java method are *not* visible to any method that it calls. (Class and instance variables, however, are accessible to all class members, including functions, inner class members.) – Ted Hopp Feb 16 '11 at 19:50

@Ted: Thanks for pointing this out; edited my answer. – sleske Feb 16 '11 at 19:50

add a comment

2

Create Flow Page | Google Cloud Dataprep Documentation | Google Cloud About our ads

[https://cloud.google.com/dataprep/docs/html/Create-Flow-Page\\_57344...](https://cloud.google.com/dataprep/docs/html/Create-Flow-Page_57344...) Paid Content by Google Cloud

3

The order in which methods are declared in java is of no importance.

Methods have no relationship to each other. You could invoke a `method1` any number of times regardless of another method `method2`.

A sample could look like:

```
public DatabaseManager {
    public void openConnection() {
        // ...
    }

    public void closeConnection() {
        // ...
    }
}
```

Which you can invoke using:

```
DatabaseManager db = new DatabaseManager();
db.openConnection();
// do something
db.closeConnection();
```

# Common questions about Direct-to-Developers

## How does the matching work?

We match your content titles to the question titles. For a content piece to be matched, we require that the content title must have at least one word in common with the question title. We exclude simple words (e.g., the, and, is, etc.) from the matching and focus on the core words. There's more math involved determining the contextual relevancy of the match but this is a good, high level rule of thumb.

## Does Stack Overflow host the content?

No, all content is on your website.

We don't actually pull any content into Stack Overflow. We are scraping your website, gathering the titles and URLs to match, and then linking the campaign back to your website.

## How do we know what is good content?

Since we're matching content titles to question titles, the better the content title, the better the match we'll have. Best practices: 1) Must be ungated webpage or video content (best if a video is hosted on a regular website). 2) Must have descriptive titles, ideally with a specific technology mentioned. No single word titles or generic titles like "5 things to know." 3) Must be technical - no marketing materials or sales materials.

## Can I track this campaign?

At this time, you can provide one UTM for the campaign.

We can accept an IAS Firewall pixel.

We don't accept MOAT or Double Verify tags for these campaigns.

## Do you see any themes to the types of content pieces that are matching better?

The best guidance we can give you is to have descriptive titles.

We don't match on the content itself, only the titles, so the types of content doesn't necessarily have an impact. Purely technical documentation may match better than a blog post, simply because the title of the technical documentation is more specific than the blog post.

We've found that automatically generated API documentation doesn't match as well.

## Solutions

# Topic Tag Sponsorship

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

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

**Distinct** - A simple logo on a topic tag makes it pop out on all pages, drawing attention to the topic and your brand.

**Naturally Native** - No special content or creative needed; if the topic is being browsed or discussed, your company is naturally part of new and existing content and continuing threads.



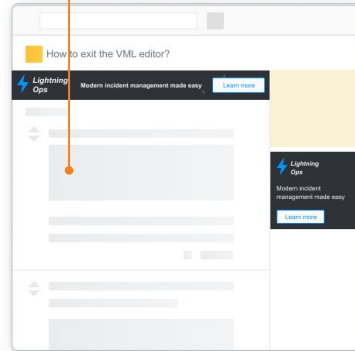
2 answers  
9 views

[Getting FileNotFoundException when trying to get data from openweathermap via JSON query](#)

I am building a sunshine app from Udacity course. In lesson 2, I'm trying to connect app to the cloud on OpenWeatherMap.org site to get the weather data for the city. At first, the basic query works i...

java android android-studio android-asynctask openweathermap

asked 10 mins ago  
Ahmed Adnan  
60 1 4 10



## Specifications

- + Up to 50% share of voice (SOV) on banner ads targeting that topic tag
- + Topic Tag Sponsorship is only visible on desktop site
- + Logos on topic tags are only allowed for copyright holders
- + 100x100 and 18x16 transparent background logos required
- + Banner ads follow banner ad specs

## Solutions

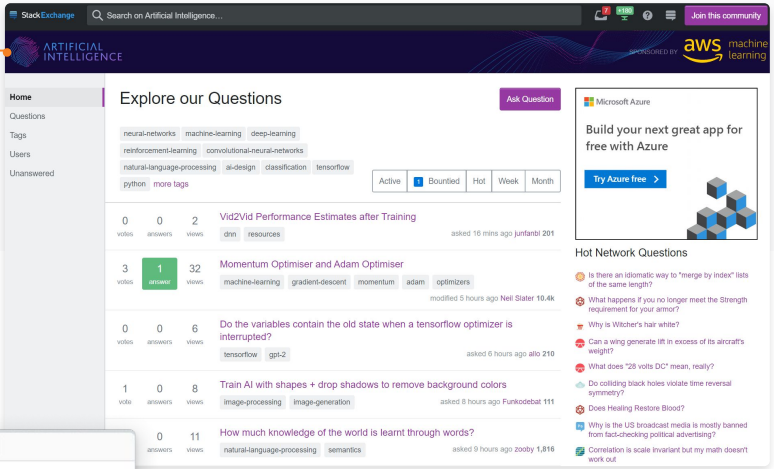
# Site Sponsorship

Stay top-of-mind with followers of niche topics by sponsoring any of our 170+ Network sites.

**Support The Cause** - The 170+ Network sites are built by passionate people who want to learn and share knowledge. Enable a community of current and future innovators and leaders to explore, challenge, and build a living library of knowledge.

**Anchor Your Place** - Be recognized as the brand that nurtures new discoveries and mentors a community of passionate people.

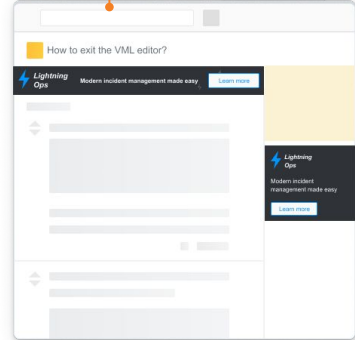
**Increase visibility** - Site sponsorships give you a 50% share of voice (SOV) on that site, maximizing your brand recognition and marketing message.



The screenshot shows the StackExchange Artificial Intelligence site. The main content area displays a list of questions under the heading "Explore our Questions". The questions include:

- Vid2Vid Performance Estimates after Training (asked 16 mins ago)
- Momentum Optimiser and Adam Optimiser (modified 5 hours ago)
- Do the variables contain the old state when a tensorflow optimizer is interrupted? (asked 6 hours ago)
- Train AI with shapes + drop shadows to remove background colors (asked 8 hours ago)
- How much knowledge of the world is learnt through words? (asked 9 hours ago)

On the right side, there is a sponsored banner for Microsoft Azure with the text "Build your next great app for free with Azure" and a "Try Azure free" button. Below the banner is a section titled "Hot Network Questions" with several trending topics.



The second screenshot shows a banner advertisement for "Lightning On" incident management software. The banner features the Lightning On logo, the tagline "Modern incident management made easy", and a "Learn more" button. The background is a light yellow color with a dark blue header and footer.

## Specifications

- + Site Sponsorship available only on desktop site
- + Custom headers require a high quality logo
- + Banner ads follow banner ad specs
- + Recommend having internal commitment to participate on sponsored site

## Solutions

# Newsletter Advertising

Reach the largest developer newsletter audience available with more than 2.6 million opted-in subscribers.

**Extend the reach of your brand** - Instantly put your technology or service in the inboxes of more than 2.6 million developers worldwide.

**Engage developers everywhere on Stack Overflow** - Increase awareness and conversions by connecting with prospects across every available Stack Overflow channel. Open rates outperform industry benchmarks.

**Activation made easy** - No design work required. Provide the headline, descriptive text and URL for your newsletter ad and we'll take it from there.

**Pusher's API** promotion  
People are increasingly asking for social in-app chat, and it's now gaining traction in mobile apps.



Inventory for this product is limited. Stack Overflow has final editorial approval on all ad copy and landing pages.



THE OVERFLOW

MARCH 2020

Welcome to ISSUE #12 of The Overflow, a newsletter by developers, for developers, written and curated by the Stack Overflow team and [Cassidy Williams](#) of [React Training](#). You can read more about it [here](#). In this week's newsletter, we're seeing what's up with Blazor, wondering if it's legal to crack MD5 hashes, and making the most of our JavaScript console.

### From the blog

**Podcast: Anil Dash talks container orchestration and Fog Creek Software's ongoing legacy**  
[stackoverflow.blog](#)

This week we chat with Anil Dash, CEO of Glitch and board member here at Stack Overflow. He breaks down the tech behind Glitch apps, explains why the company is launching an online magazine called Glimmer, and talks about the fight to keep the web weird, fun, and open to all.

**What's behind the hype about Blazor?** [stackoverflow.blog](#)

Blazor is a new client-side UI framework from the [ASP.NET](#) team. Its big selling point is the ability to write rich web UI experiences using C# instead of JavaScript—something a lot of developers have been dreaming of.

**Build vs. buy: Adding chat to your app through Pusher's API** [promotion](#)

In-app chat is picking up momentum. People are increasingly asking for social interaction to play a part in marketplace and on-demand service apps. When it comes to customer support, chat has long been a standard for websites, and it's now gaining traction in mobile apps.

## Specifications

- + Distributed weekly
- + One native, inline text ad featured alongside other articles and content
- + Includes headline, description, and link to your landing page

## Solutions

# The Stack Overflow Podcast

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.

**12,500 - 15,000** downloads per episode

**Global** reach

Two ways to **showcase your brand**:

- **Podcast Advertising** - 15 second pre- or mid-roll placements
- **Sponsored Podcast** - A full podcast episode dedicated to a topic related to your technology



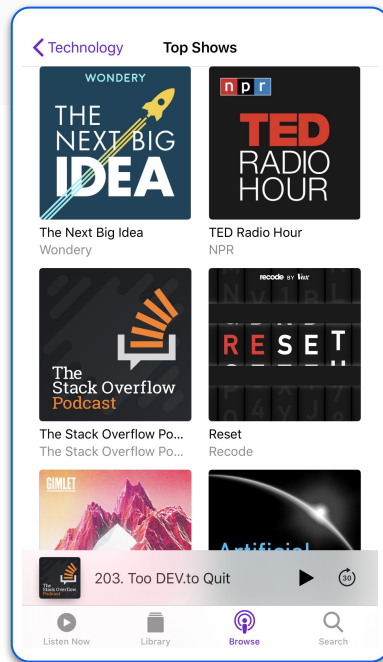
## Solutions

# Podcast Advertising

Choose from a 15 second pre- or mid-roll ad placement

**Present your message in an authentic way** - Have people, who to 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.



## Specifications

- + Podcast produced twice a week
- + :15 second pre- or mid-roll ad placements available
- + Voiceover provided by Stack Overflow host
- + Client to provide 30-40 word script, in addition to the URL, promo code, etc. where listeners can be directed for more information

[▶ Listen to a :15 pre-roll ad](#)



## Solutions

# Sponsored Podcast

Create a conversation about your technology

**Amplify your story** - Drive awareness with a full episode dedicated to how your product relates to the interests and needs of developers and technologists.

**Establish authority** - Position your brand as a thought leader in your category to develop trust and extend or defend your market position.

**Humanize your brand** - Give developers an authentic way to connect with technical subject matter experts in your organization.

The screenshot shows the Stack Overflow website interface. At the top, there's a navigation bar with 'THE OVERFLOW' logo, a search bar, and social media icons. Below the navigation, there are links for 'Latest', 'Newsletter', 'Podcast', and 'Company'. On the right, there are links for 'Developer Hiring' and 'IT-Recruiting (German)'. The main content area features a podcast episode titled 'Podcast – 25 Years of Java: the past to the present' dated 'JULY 29, 2020'. The episode description reads: 'From an idea for interactive set-top boxes to running 45 billion virtual machines across the globe, Java has come a long way over the last quarter century.' The hosts are listed as 'Ben Popper and Ryan Donovan'. To the right of the text is a large promotional banner for 'Java 25 Years' featuring the Java logo and the text 'Java 25 Years'. Below the text is a video player for the podcast episode, showing a play button, a progress bar at 09:30, and a '11K' view count. The video player has a thumbnail with the Stack Overflow Podcast logo. Below the video player, there is a short paragraph of text: 'This week we have two extra podcast episodes for you, s... creation of the Java programming language. This is par... In the tech world, 25 years is an eternity, and in that tim... interplanetary ubiquity. In the beginning, the nascent... was designed to create interactive televisions. Think of...

### Specifications

- + 15 - 20 minute podcast episode
- + Content strategy session to identify the right topic and guests from your company
- + All project management and production managed by Stack Overflow
- + Includes promotional banner advertising to drive incremental awareness and downloads

[▶ Listen to a Sponsored Podcast](#)

## Solutions

# Sponsored Blog Posts

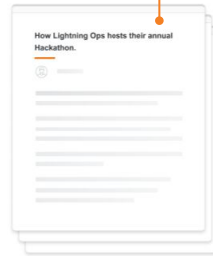
The Stack Overflow blog is visited by more than **300,000 developers each month**. Work with our editorial team to publish a blog post showcasing your brand, technology, or service that we'll share with our developer and technical community.

### Connect in a new way with developers

Let our editorial pros deliver high-value content that connects your brand with developers in a unique, conversational way.

### Establish your brand as a thought leader

Showcase your company's experience in your category and become a trusted resource to our developer and technical community.



Inventory for this product is limited. Stack Overflow has final editorial approval on all ad copy and landing pages.

**THE OVERFLOW** Essays, opinions, and advice on the art of computer programming from Stack Overflow.

Latest Newsletter Podcast Company Developer Hiring IT Recruiting (German)

Leader in a field OCTOBER 7, 2019

### Einstein Analytics and Go

It's rare that we get a chance to directly compare two technologies against each other for the same task. But sometimes the stars align, either because you start experiencing negative effects from your current stack, new technology appears that meets your exact needs, or the scale and feature set of your project outpaced the tech on hand.

Guillaume Le Stum

with Antonio Scaramuzzino

In our 2019 Dev Survey, we asked what kind of content Stack Overflow users would like to see beyond questions and answers. The most popular response was "tech articles written by other developers." So from now on we'll be regularly publishing articles from contributors. If you have an idea and would like to submit a pitch, you can email [pitch@stackoverflow.com](mailto:pitch@stackoverflow.com)

It's rare that sometimes technology hand.

## Specifications

- + Blog post (up to 1,500 words) produced by Stack Overflow's editorial team or provided by client\*
- + Client given byline; Bio included
- + 2-3 links\* to company website or landing page included
- + 24 hour feature on Stack Overflow and network sites

## Solutions

# Spotlight Sponsorships

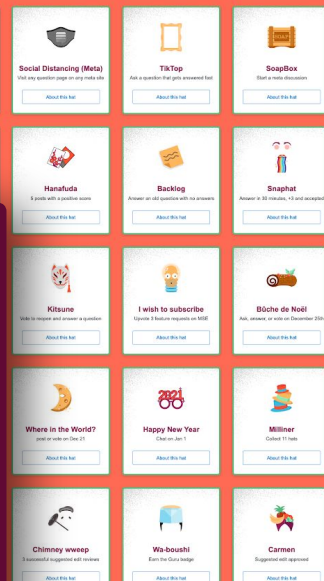
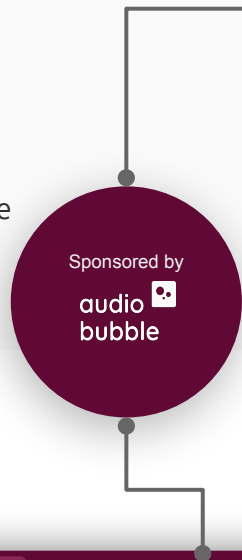
Looking for a **high impact**, unique way to engage the tech community? Spotlight Sponsorships give your brand exclusive access to **special activities** planned for users on our site.

Spotlight Sponsorships can be **customized** based on the community activity and your marketing objectives.

Examples of tactics bundled in these packages include:

- + Co-branded landing page experience
- + Co-branded banner advertising
- + Newsletter promotion
- + Sponsored blog posts
- + Podcast advertising

**i** Opportunities are limited. Inquire early for access to our most popular community activities.



# Creative Specs & Guidelines

# Banner Advertising

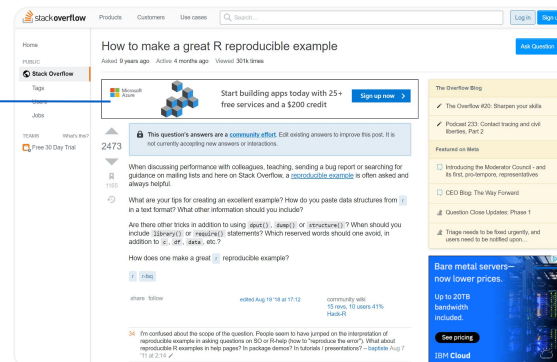


Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
Leaderboard	728x90	✓	✗
Mid-page Leaderboard	728x90	✓	✗
Box	300x250	(sidebar)	(in-line)

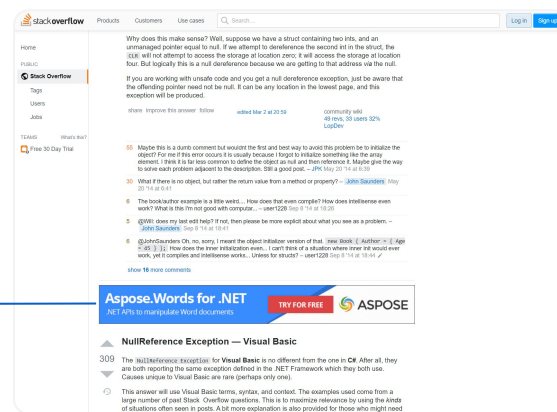
The following assets are due 5 business days prior to campaign launch:

- + Accepted image formats for banner ad creative is JPEG/JPG or PNG. Max file size per creative is 150KB.
- + Static image ads only.
- + Ads with a white or light background must include a dark 1 pixel border.
- + Landing page/destination URLs. Note: Must be mobile optimized if utilizing the Box ad placement.

Leaderboard



Box



Mid-page Leaderboard

# Banner Advertising

Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
<b>Half-page Skyscraper</b>	300x600	✓	✗

The following assets are due 5 business days prior to campaign launch:

- + Accepted image formats for banner ad creative is JPEG/JPG or PNG. Max file size per creative is 150KB.
- + Static image ads only.
- + Ads with a white or light background must include a dark 1 pixel border.
- + Landing page/destination URL

The screenshot shows a Stack Overflow thread. The question is: "I'm trying to get a value from my Observable (BehaviorSubject create()). When I run locationObservable.subscribe () I receive the results within a few seconds. However with ...". The answer explains: "nothing happens with or without timeout. I simply receive 'java.util.concurrent.TimeoutException'. The source did not signal an event for 10 seconds and has been terminated". The answer also includes code snippets and a link to a related question. A banner for "SLACK TOUR: VIRTUAL EVENT" is overlaid on the right side of the screenshot. The banner text reads: "Your dev tools do more in Slack. Wednesday, May 20 9:30AM PDT. REGISTER".

Half-page Skyscraper

# Creative Guidelines



## BANNER AD FORMAT

1. Ads must be distinct from content. Ads with a white or light background must include a dark 1 pixel border that clearly distinguishes the ad from the content.
2. Only static image ads. We do not accept pop-ups, expandable ads, rollover ads, floating ads, or other multimedia ads.
3. Accepted image formats are JPEG/JPG or PNG. Max file size per creative is 150KB.
4. Landing page must be mobile optimized if utilizing the Box ad placement.

## CREATIVE CONTENT

All ads must be approved by Stack Overflow. Advertisers are required to send creative to their Media Planner no later than 5 business days prior to campaign launch.

1. Advertisements must not mimic Stack Overflow or Stack Exchange content.
2. Advertiser's logo or brand name must be in the creative.
3. All text (including text within CTAs and disclosures), must be clearly legible on screens.
4. Creative must have a clear call to action (CTA). Examples of clear CTAs are "Free Trial", "Learn More", "Watch Video"; an example of a non-clear CTA is "Click Here."
5. Creative messaging and landing page must match. Ads can't talk about one thing and the landing page another.
6. Any claims or comparisons made within the creative must be accurate and verifiable. Proof, complete with source and date of the evidence, must be shown on the creative or landing page.
7. Any creative using another company's logo or name must provide proof of permission to use.
8. No creative can use Stack Overflow or Stack Exchange sites logo or trademarks without Stack Overflow or Stack Exchange's prior consent.
9. Advertisements with giveaways, sweepstakes, contests, or special offers must have clear language that the award isn't guaranteed and must have a disclosure on the advertisement itself that terms and conditions apply. An example of acceptable language is "Chance to win \$500 cloud storage credit," an example of non-acceptable language is "Win \$500 cloud storage credit." The landing page must contain a link to the terms and conditions and must match the offer that is shown in the advertisement.

Per IAB terms and conditions, Stack Overflow reserves the right to reject ads that are deemed inappropriate for our community.

## TRACKING

Stack Overflow will provide a conversion pixel.

Stack Overflow allows wraps for IAS, MOAT, and Double Verify tags.

# Topic Tag Sponsorship

Size	Desktop	Mobile
	Q&A page	Q&A page

Desktop page logo size: 100x100  
Topic tag logo size: 36x32

Topic Tag page



The following assets are **due 5 business days prior to campaign launch**:

- + Logo sized to 100x100 and 36x32.
- + Accepted formats: JPG or PNG (SVG files are not accepted).
- + Image files must be static with transparent background.
- + Up to 5 optional text links with a maximum of 80 characters (including spaces) with corresponding destination URLs.

Your logo can only be applied to a Topic Tag if you hold the copyright.

## Topic Tag Page with Logo and 5 Links

The screenshot shows a Stack Overflow page for the 'aspouse' topic tag. The page includes a navigation bar with 'stackoverflow', 'Products', 'Customers', 'Use cases', a search bar, and 'Log in' and 'Sign up' buttons. The main content area is titled 'Questions tagged [aspouse]' and features a 'Sponsored links for this tag' section with five links: 'Aspose.Total - File Format APIs', 'Create, Edit, Convert or Print MS Word Documents', 'Create, Edit or Convert PDF Documents', 'Manipulate Excel Spreadsheets on Any Platform', and 'Create, Edit, Convert or Print MS PowerPoint Documents'. Below this is a list of questions, with the first one being 'Aspose words API - mail merge functionality - can the "merged" text be richtext (with styles/images/bullets/tables)?'. The sidebar on the right contains 'The Overflow Blog' with several articles and a 'Featured on Meta' section.

The screenshot shows a Stack Overflow question titled 'How to insert programmatically a new line in an Excel cell in C#?'. The question has 22 votes and 12 answers. The user's profile information is visible at the bottom right, showing a user with 26.5k reputation, 17 gold medals, 71 silver medals, and 106 bronze medals. The question text is: 'I'm using the Aspose library to create an Excel document. Somewhere in some cell I need to insert a new line between two parts of the text. I tried "\r\n" but it doesn't work, just displays two ...'. The tags are '#c#', '.net', 'excel', and 'aspouse'. A blue line points from the 'aspouse' tag to the 'Topic Tag with Logo' caption below.

Topic Tag with Logo



# Site Sponsorship

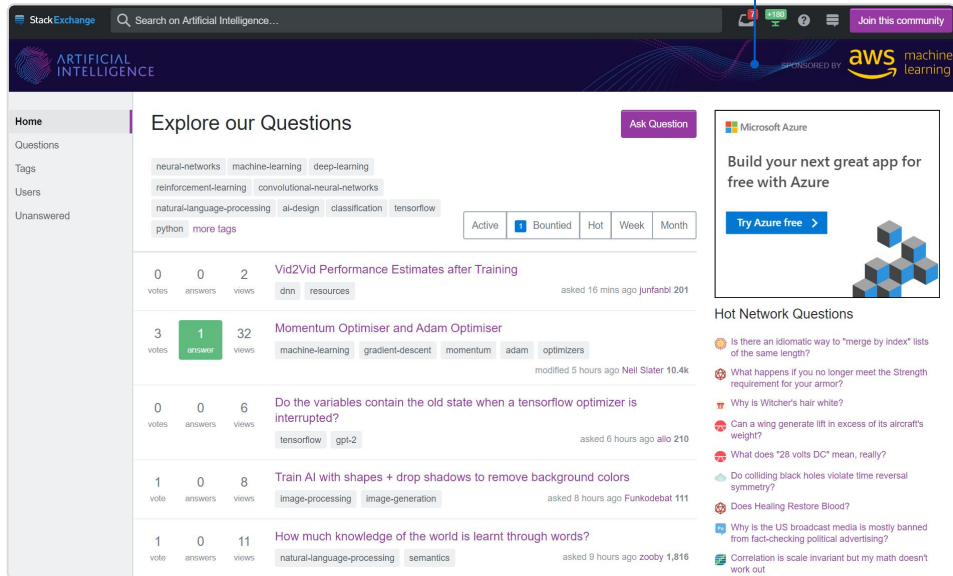


Size	Desktop	Mobile
	Q&A page	Q&A page
Custom header on home and Q&A pages	Site home page and Q&A pages	X

The following assets are **due 10 business days prior to campaign launch**:

- + Logo sized to 77x31 in both color and grayscale
- + Accepted format: SVG
- + Banner advertising associated with your Site Sponsorship will follow specs [found here](#).

Custom header with logo



# Newsletter and Podcast Advertising



Placement	Creative Specs	Deadline
<b>Newsletter Advertising</b>	<p>The following is needed for newsletter advertising creative:</p> <ul style="list-style-type: none"><li>+ Headline - Approximately 60 characters (including spaces)</li><li>+ Description - Approximately 250 characters (including spaces)</li><li>+ Destination URL that the headline will link to<ul style="list-style-type: none"><li>o UTMs can be included in the URL</li><li>o For the pilot, we are not accepting third party tags</li></ul></li></ul> <p><a href="#">See an example</a> of a Newsletter Ad.</p>	<p>Copy due to Media Planner <u>no later than 10 business days</u> prior to newsletter distribution.</p>
<b>Podcast Advertising</b>	<ul style="list-style-type: none"><li>+ Choice of :15 second pre- or mid-roll ad placement</li><li>+ Voiceover provided by Stack Overflow host</li><li>+ Client to provide 30-40 word script, in addition to the URL, promo code, etc. where listeners can be directed to learn more</li></ul> <p><a href="#">Hear an example</a> of a Podcast Ad (pre-roll).</p>	<p>Script due to Media Planner <u>no later than 7 business days</u> before scheduled podcast.</p>
<b>Sponsored Blog Post</b>	<ul style="list-style-type: none"><li>+ One blog post (up to 1,500 words) produced by Stack Overflow's editorial team or provided by client</li><li>+ Client to be given byline with bio included</li><li>+ 2-3 links to company website or landing page included within content</li></ul>	<p>If Stack Overflow is writing post, please allow <u>at least 45 days prior to publication date</u> to complete the editorial development and review process.</p> <p>If client is writing post, all content (including landing page URL and/or content) is due to Media Planner <u>no later than 2 weeks before publication date</u>.</p> <p><a href="#">See step-by-step timeline for both options here.</a></p>

# Sponsored Podcast

Product/Placement	Creative Specs	Deadline
<b>Sponsored</b>	<b>Podcast</b> The following is needed for a Sponsored Podcast: <ul style="list-style-type: none"><li>+ Logo for landing page and promotional banner ad creative (SVG format)</li><li>+ Text to include in episode notes on landing page (1-2 sentences)</li><li>+ Destination URL that the logo and CTA in episode notes will link to<ul style="list-style-type: none"><li>o UTMs can be included in the URL</li></ul></li></ul> <p><a href="#">See an example</a> of a Sponsored Podcast landing page.</p>	Logo and copy due to Media Planner <u>one week after I/O is signed</u> .

# Sponsored Podcast Production Timeline



***Production time for a Sponsored Podcast episode is approximately 4-6 weeks as outlined below. Any delay or deviation from this schedule will result in longer production times.***

## **Week 1:**

- Stack Overflow will set up a content strategy session. Meeting agenda to include: Production timeline and expectations, Asset collection needs, Technical/equipment basics and Goals / KPIs / Reporting

## **Weeks 2 - 3:**

- Stack Overflow and client to record episode
- Client provides logo to use on landing page and promotional banners, text to use as the CTA in the episode notes on the landing page, and destination URL (with UTM parameters, if applicable)
- Stack Overflow produces promotional banner ads

## **Weeks 3 - 4:**

- Stack Overflow produces episode
- Client reviews and provides edits
  - Up to two rounds of edits; each round limited to 5 changes - adding or removing no more than 30 seconds of audio per change
- Client approves promotional banner ad creative

## **Week 4+:**

- Stack Overflow delivers final podcast episode and publishes
- Customer Success manager to provide client with landing page URL and embed links
- Stack Overflow launches promotional banner ad campaign

**i** Stack Overflow has final editorial approval on all content, including newsletter ad copy, podcast scripts and recordings, sponsored blog posts and related landing pages.

# Sponsored Blog Post



Placement	Creative Specs	Deadline
<b>Sponsored Blog Post</b>	<ul style="list-style-type: none"><li>+ One blog post (up to 1,500 words) produced by Stack Overflow's editorial team or provided by client</li><li>+ Client to be given byline with bio included</li><li>+ 2-3 links to company website or landing page included within content</li></ul> <p><i>Please note: You must make technical staff available for an interview or have technical staff write the blog post. If you are a media agency or third party vendor purchasing this product on behalf of a client, you must ensure that the conditions above are met.</i></p>	<p>If Stack Overflow is writing post, please allow <u>at least 45 days prior to publication date</u> to complete the editorial development and review process.</p> <p>If client is writing post, all content (including landing page URL and/or content) is due to Media Planner <u>no later than 2 weeks before publication date</u>.</p> <p><a href="#">See step-by-step timeline for both options here.</a></p>

# Sponsored Blog Post Timeline



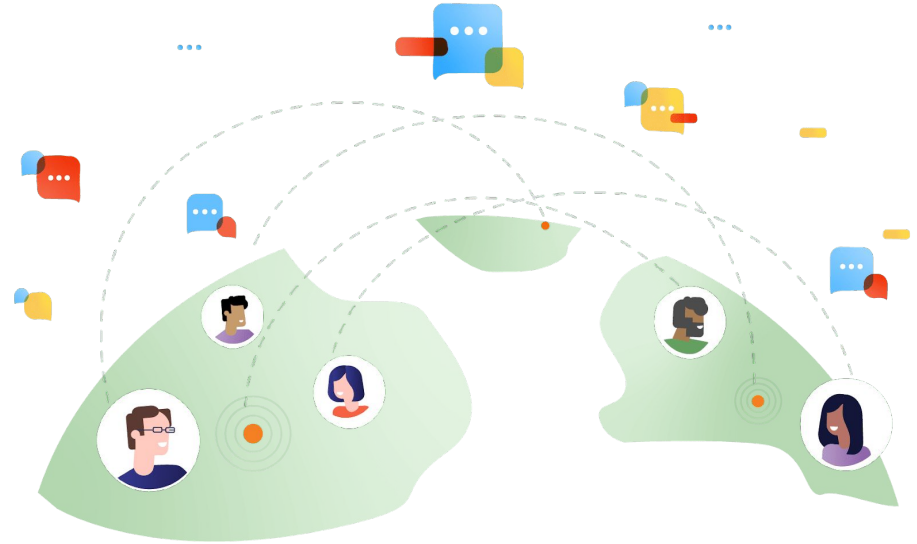
## IF THE STACK OVERFLOW EDITORIAL TEAM IS WRITING THE POST:

- **45 days from publication date:** Stack Overflow editorial to begin liaising with the client.
- **At least 30 days from publication date:** Stack Overflow editorial team to begin ideation process with the client.
- **3 weeks before publication date:** Key interviews complete.
- **1 week before publication:** Final edits complete and approved by both the client and Stack Overflow editorial team.
- **Day of publication:** Stack Overflow Customer Success manager will send the link and screen shots when confirming that the blog is live, as well as where they can see post featured on SO/SE network sites.
- **2 weeks after publication date:** Reporting on blog post pageviews will be provided to the client.

## IF THE CLIENT IS WRITING THE POST:

- **2 weeks before publication date:** Client to provide blog post to Stack Overflow for editorial review.
  - Must provide links to any landing pages included in the copy for editorial review/approval.
  - *Failure to provide content by due date may result in the blog post publication to be delayed by a month. Revised date will be provided after consulting the editorial calendar.*
- **1 week before publication:** Final edits complete and approved.
- **Day of publication:** Stack Overflow Customer Success manager will send the blog link and screen shots when confirming that the blog is live, as well as where they can see post featured on Stack Overflow and Stack Exchange network sites.
- **2 weeks after publication date:** Reporting on blog post pageviews will be provided to the client.

Questions?  
Contact me.



Questions?  
[Get in touch with us.](#)

