



PRODUCTS & SERVICES

Create a customized DZone campaign that fits your goals and business needs.

PRODUCTS & SERVICES

DZone offers a wide variety of products and services to put your brand and products in front of our global audience of tech professionals. Take a look at our advertising opportunities and if you have any questions, call us at (919) 443.1644 or email sales@dzone.com.

TOPIC PORTALS

Leverage technology topic portals that contain articles and tech content.

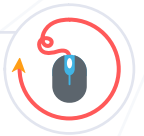
ZONES

Multifaceted campaign in one of our focused topic portals

Recognition in each article and on the Zone homepage

Share of banners and featured resources within each piece of curated content and on the Zone homepage

Monthly report detailing article views, resource and banner clicks



PUBLICATIONS

Become a research partner and provide valuable resources for technology practitioners.

REFCARDZ

Sponsorship of a technical cheat sheet with the choice of additional programs to further your reach

Full page ad

300x250 ad

Logo on every page

Placement in Refcardz Library

Recognition in Refcard announcement email to 190,000+ users

ADD ON-OPTIONS:

Follow-up email to all Refcard downloaders

Multitouch targeted email campaign

Relevant sales leads

Expert Q&A webinar



RESEARCH GUIDES

Sponsorship of research guides covering prominent tech topics

Logo placement on front cover

Full-page ad

Half-page editorial piece

Half-page product profile

Input on survey questions

Access to raw survey data

1000 Leads

One research supplement email

ADD ON-OPTIONS:

Monthly Research Supplement Email

Dedicated Email Blast

Additional Leads



DEMAND GENERATION

Create demand for your products and services through targeted lead acquisition.



TARGETED NURTURING

Multitouch email campaign to identify and grow demand

Campaign highlighting content syndication

Three emails sent to a targeted list over a three day period

Targeted, relevant sales leads

WEBINAR

Promotion, hosting and moderation of webinars with guaranteed registration numbers

Professionally produced webinar featuring their topic expert, hosted by a DZone team member

Promotion of webinar through emails, banners, and text ads to targeted segments of DZone audience

Delivery of all registered leads with a breakdown of who attended

LEAD PURCHASE (CPL)

Identify potential buyers and generate demand for your products and services

Targeted, relevant sales leads through content syndication



BRAND AWARENESS

Promote your brand, products, or services to targeted segments and drive direct response.



BANNER ADS

Targeted advertising campaign to put your brand front and center

Run of Site (ROS) Banner Ad Placement

Available banner ad sizes: 970x250, 728x90, 300x250



TEXT ADS (CPC)

Text advertisements strategically placed on our site

Targeted, Run of Site (ROS) text ad placements with guaranteed number of clicks received



DEDICATED EMAIL BLAST

Email campaign sent to a targeted segment of tech professionals

Delivery of send-ready HTML email to a relevant targeted segment of our mailing audience



WEEKLY NEWSLETTER PLACEMENT

Placement in weekly newsletter to over 190,000 users

Placement at top of DZone Weekly Newsletter

The DZone network combines focused technical topic portals, in-depth publications, and an expansive community of technology experts. Our products and services are easily bundled to create a customized program to fit your needs.

