



ZONES

Build trust and credibility with prospective buyers by partnering with DZone to deliver engaging technical content.



Make DZone Zone Sponsorships The Cornerstone Of Your Content Marketing Strategy

Drive strategic narrative and engage targeted audiences with your branded content.



46M

**ZONE PAGEVIEWS
IN THE PAST YEAR**



81M

**ANNUAL SPONSORED
AD IMPRESSIONS**



37% of our
**READERS HAVE ADOPTED A
TECHNOLOGY AFTER READING
ABOUT IT ON DZONE**



29.5% Open Rate
4.35% CTR
—
**ZONE SPOTLIGHT
NEWSLETTER IS A TOP
PERFORMING DZONE EMAIL**



60,000+
**ARTICLES SPAN 11
ZONES ON DZONE**



31% higher
**BANNER AD CTR
COMPARED TO INDUSTRY AVG**



381
**AVERAGE CLICKS ON
PLATINUM SPONSORS
PRE- & POST- CONTEXT TEXT ADS**



25,000+
**AVERAGE PAGEVIEWS ON
SPONSOR-CONTRIBUTED
CONTENT PER MONTH**

Show off your expertise and strategically educate software professionals with a DZone Zone Sponsorship.

	GOLD	PLATINUM
Branding on Contributed Content <ul style="list-style-type: none"> • Logo • Ads • Article Pre-Roll & Post-Roll Text Ads 	✓	✓
Zone Spotlight Newsletter Placement <ul style="list-style-type: none"> • Content • Logo • Resource Link 	BI-WEEKLY	BI-WEEKLY
Branding on Zone Homepage and Zone Content	✓	✓
Featured Content on Zone Homepage	2 / MONTH	3 / MONTH
Editorial Consulting	✓	✓
Featured Resource Link	2	3
Banner Ads <ul style="list-style-type: none"> • 970x250 * • 300x600 * • 728x90 • 300x250 • 320x50 <small>* premium banner sizes</small>	75,000 PREMIUM IMPRESSIONS / MONTH	100,000 PREMIUM IMPRESSIONS / MONTH
Article Pre-Roll and Post-Roll Text Ads	—	✓

DZONE.COM HAS ELEVEN TOPIC PORTALS, SPONSORABLE THROUGH THE ZONE PROGRAM:

Agile
Big Data
Cloud
Databases

DevOps
Integration
Internet of Things
Java

Mobile
Performance
Web Dev