



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**

“DZone became a valuable source of traffic and new customers for JetBrains.
Return of Ad Spends for current campaign exceeds 500%.”

- VLADIMIR SITNIKOV, MARKETING LEAD AT JETBRAINS

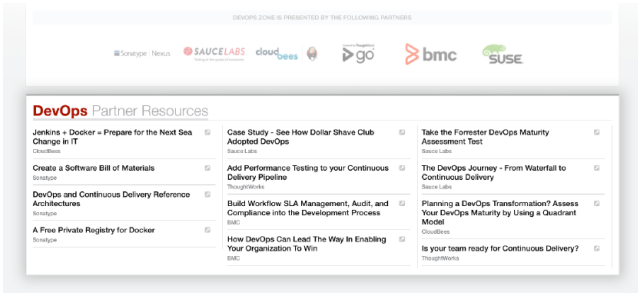
YOUR CONTENT, YOUR ADS

Branding on your Zone homepages, but also on any piece of content your team contributes to your sponsored Zones.



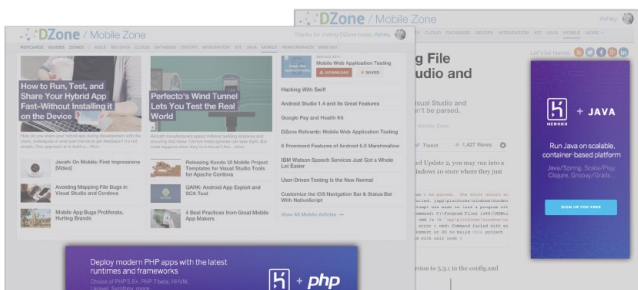
FEATURED RESOURCES

Highlight your best white papers, blog posts, eBooks, and more on your Zone's homepage and drive traffic back to your landing pages.



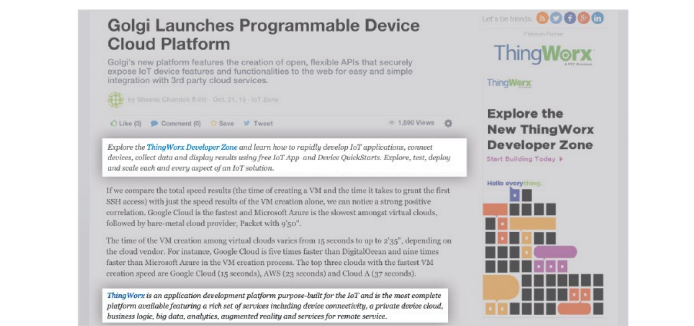
BANNER ADS

Monthly impressions of all of our banner sizes. Number of impressions dependent on partnership level.



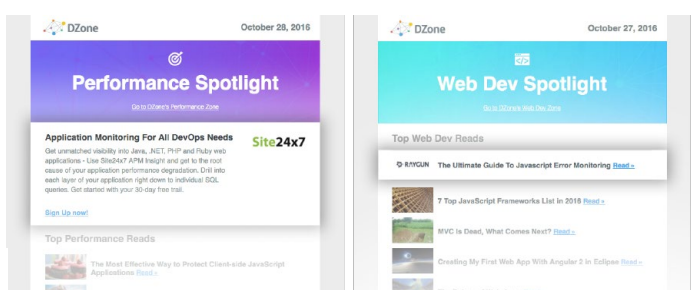
ARTICLE PRE-ROLL & POST-ROLL TEXT ADS*

Promote your branded resource before and after each article tagged in your Zone.



ZONE NEWSLETTER

Showcase your content, brand, and resources in a top-performing email. Promote a white paper, eBook, webinar, or other resource.



* PLATINUM LEVEL PARTNERS ONLY

Content marketing and brand exposure to software professionals through multiple premium mediums.

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