



# Tech is in our DNA.

Slashdot Media has built the leading social technology communities on the web. Slashdot pioneered "Social Media" in 1997, and SourceForge has been innovating online Open Source Software creation and distribution since 1999.

## Our Brands

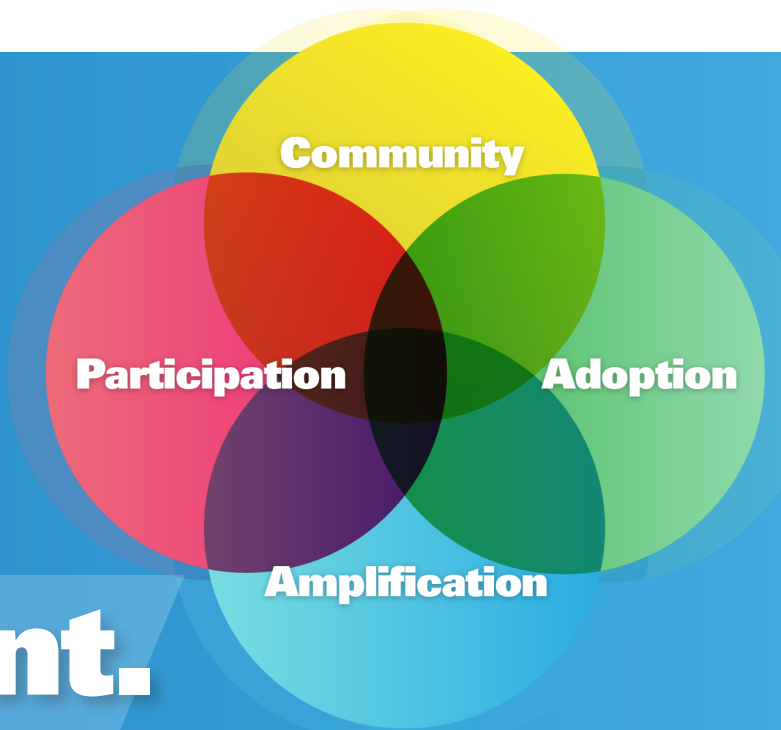
### SOURCEFORGE

SourceForge is the largest, most trusted destination for Open Source Software discovery and development on the web.

### Slashdot

Slashdot is the first and leading social media destination for technology professionals, IT decision makers and developers.

# Pure Engagement.



**Slashdot Media has been serving IT & business decision makers and developers with tools and forums they need to make the right technology decisions to help advance their careers for over 18 years.**

**These sites are driven by user engagement – not editorial programming.**

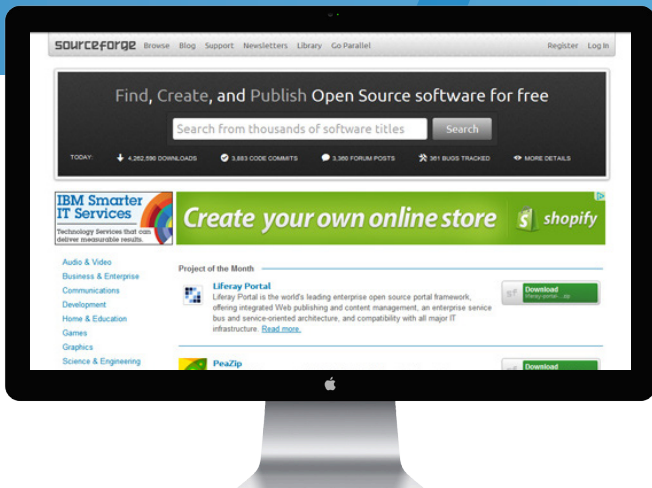
**IT & business decision makers and developers come to Slashdot** to discuss the latest technology trends and news of the day with their peers. They also come to see what their peers think about a given issue or topic. Marketers benefit from advertising where the conversations are taking place. Slashdot Media offers many different solutions that make advertisers part of this discussion. Ask a question, poll the audience or host a live chat to engage with an audience who is passionate about technology.

**IT & business decision makers and developers come to SourceForge** as their trusted source for open source software. They download software on a regular basis, much of which they use in their own organizations. SourceForge is unique in that it gives marketers the opportunity to showcase their assets and products in an environment where enterprise IT professionals are searching for, evaluating and adopting software for their organizations.

**IT & business decision makers and developers come to Slashdot Media sites** for the issues they care about – from downloading software and using developer tools – to discussion, debate, and socializing with their peers.

# SOURCEFORGE Trusted for Open Source.

IT professionals come to SourceForge to develop, download, review, and publish open source software. SourceForge is the largest, most trusted destination for Open Source Software discovery and development on the web.

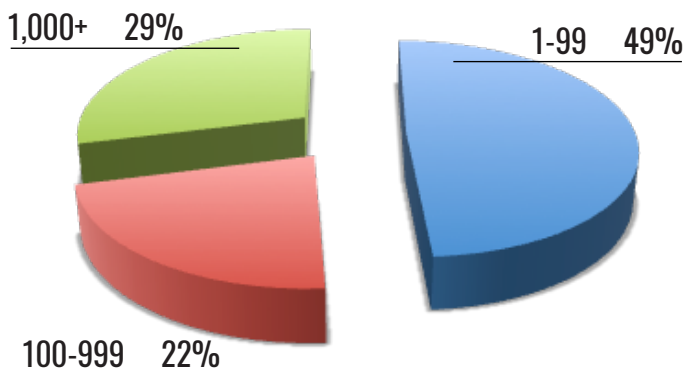


**VISIT SOURCEFORGE.NET »**

**31.7 Million** Monthly Unique Visitors  
**135.2 Million** Page Views per Month  
**141 Million** Downloads per Month

Source: GA January '15

## Company Size (number of employees)



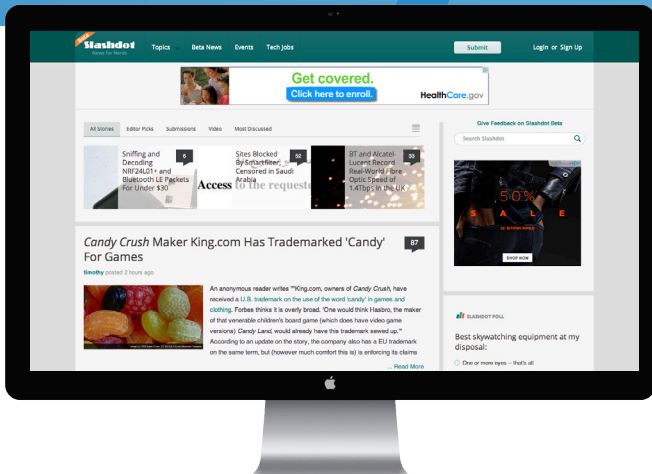
## Job Title/Function

5.85 million	IT Professionals
2.09 million	Senior IT
4.59 million	IT Management
3.34 million	Executives
5.85 million	Business Decision Makers
13.37 million	Developers

# Slashdot

## Social Media for B2B Technology

Slashdot (/.) is an online community that features technology-centric news and discussion. The site has been pioneering user-generated content and social media since 1997. Slashdot consists of a mix of reader-submitted news, opinion, interviews and crowd-sourced questions, backed by professional insight and analysis. In addition to user-generated content, the site features original editorial covering a variety of IT topics including cloud computing, data centers, storage, mobility and business intelligence. Knowledgeable and tech savvy users (in all corners of the tech world) share and create a broad range of stories, and leave thousands of comments, every day. Slashdot is "News for Nerds. Stuff that Matters."



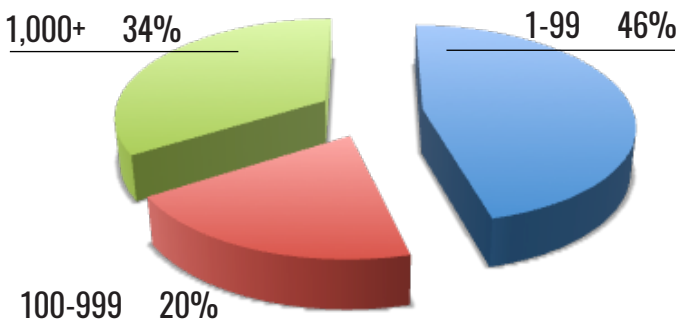
**VISIT SLASHDOT.ORG »**

**3.2 Million** Monthly Unique Visitors  
**34.6 Million** Page Views per Month  
**3,879** Comments per Day

Source: GA January '15

### Company Size

(number of employees)



### Job Title/Function

924,000	IT Professionals
252,000	Senior IT
588,000	IT Management
336,000	Executives
504,000	Business Decision Makers
840,000	Developers

# Display Advertising

Slashdot Media works with its clients to select the right display advertising products and helps increase brand awareness and engagement by serving highly relevant ads targeted to an identified audience. Advertisers can become part of the conversation within Slashdot Media's professional technology communities with highly innovative digital display including conversational units, polling, social integration and other custom solutions including [digital events](#).

## Digital Display

Slashdot Media delivers a valuable audience with minimal ads per page, so your highly targeted digital display advertising works smarter.

Leaderboard (728×90)	SourceForge	Slashdot
IMU (300×250)	SourceForge	Slashdot
Half Page Ad (300×600) <a href="#">Demo</a>	SourceForge	Slashdot
Poll Sponsorship <a href="#">Demo</a>		Slashdot
Horizon <a href="#">Demo</a>	SourceForge	
Immersion <a href="#">Demo</a>	SourceForge	
Wrapper <a href="#">Demo</a>	SourceForge	
Pushdown <a href="#">Demo</a>		Slashdot
Billboard <a href="#">Demo</a>		Slashdot
Filmstrip <a href="#">Demo</a>	SourceForge	Slashdot
Portrait <a href="#">Demo</a>	SourceForge	Slashdot
Sidekick <a href="#">Demo</a>	SourceForge	Slashdot
Slider <a href="#">Demo</a>	SourceForge	Slashdot
Book Ends	SourceForge	
Microhub	SourceForge	Slashdot
Text Links	SourceForge	

## Newsletters and Email

Keep your audience informed about your products and services.

Dev2Dev E-mail	SourceForge
Slashdot Daily	Slashdot
SourceForge Sitewide	SourceForge

## CPC and Social

Click campaigns and Social Offerings.

Featured Download	SourceForge	
RON Campaigns	SourceForge	Slashdot
Social Amplification Programs	SourceForge	Slashdot

# Mobile Solutions

Slashdot Media's mobile marketing products help you extend your connection with your target audience. Integrating a mobile marketing strategy into your media plan will help you increase your ROI!

## Mobile Display

Slashdot Media's mobile ads give technology marketers the ability to engage with Slashdot's audience on the go.

Phone: IMU (300x250)	Slashdot
Phone: Pinned Footer (320x50)	Slashdot
Phone: Leader (320x50)	Slashdot
Tablet: IMU (300x250)	Slashdot
Tablet: Pinned Footer (768x90)	Slashdot
Tablet: Leader (728x90)	Slashdot

**“Mobile ads are noticed by 89% of smartphone users and 66% have performed a search on their smartphone after seeing an offline ad. Making mobile ads a part of your integrated marketing strategy can drive greater engagement levels with your audience.”**

- Google, [Our Mobile Planet](#)

# Demand Generation

Slashdot Media has the largest scale and the highest engagement metrics in IT Media. This allows us to produce mass quantity marketing qualified leads that convert to sales ready leads. Slashdot Media's content syndication programs employ push and pull engagement to drive promotion and achieve maximum ROI.

## Demand Generation

Slashdot Media delivers qualified leads that convert to sales ready leads.

Lead Generation

SourceForge

Slashdot

**“We were thrilled with the levels of response and engagement we received after fielding a series of questions to Slashdot’s highly engaged online community. Slashdot Media’s editors helped us to not only get a pulse of what the community was thinking but to also use those results to drive real engagement with IT professionals.”**

- Senior Marketing Manager, ActivIdentity

## Marketing Services

Slashdot Media's Marketing Services are focused on customer data, content, and multi-channel engagement marketing programs. Slashdot Media provides a comprehensive portfolio of Marketing Services and is dedicated to the success of its partners and the programs that they run.

Slashdot Media has a diverse staff of experienced B2B tech media executive sales representatives who work alongside some of the best strategic content experts in the market. This combination of talent enables Slashdot Media to bring its clients a wealth of knowledge on marketing trends, insights and best practices. The consultation services provided enable tech marketers to execute successful multi-platform programs that deliver proven return on investment.

### Custom Community & Research Services

Slashdot Media delivers qualified leads that convert to sales ready leads.

Accelerated Community Engagement

Custom Surveys

Amplifying your Experts and Evangelists

Crowd Sourcing and Discussions

Social Media Monitoring and Enhancement

Breadth and Depth Research

### Demand Generation Services

Generating leads and awareness isn't always enough.

Lead Management Process Consultation

Content Development and Evaluation

Lead Scoring

Targeted Account Lead Engagement and Nurturing

### Content as a Service

Slashdot Media's strategic content experts work with your team to provide deep insights and best practices to make sure your marketing initiatives and messaging are aligned.

Whitepapers and Infographics

IT Manager's Journals

SlashGuides

eBooks

Custom Blogs and Articles

Video

The Pulse w/ White Paper

### Creative and Program Management Services

Slashdot Media provides strategic planning, creative services and best in industry program management and reporting.

Strategic Planning

Search Optimization and Marketing

Program Management Services

Custom Design Consultation and Services

A/B Message Testing

Post Campaign Reporting and Metrics Review

**"In addition to their ability to plan, execute, and deliver on great marketing campaigns, the client service and consulting function they offer is second-to-none."**

- Marketing Manager, Microsoft



# Slashdot Media

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**Connect with Slashdot**

