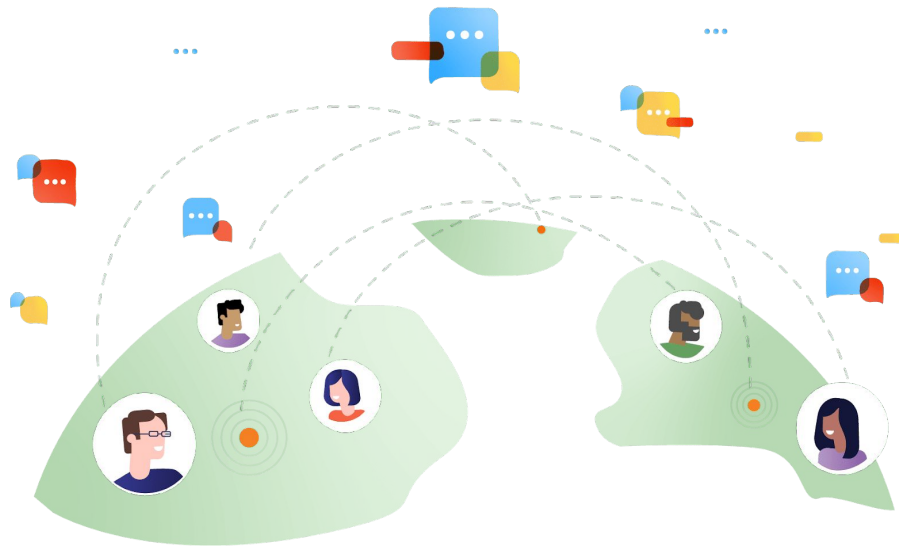




Media kit

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

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

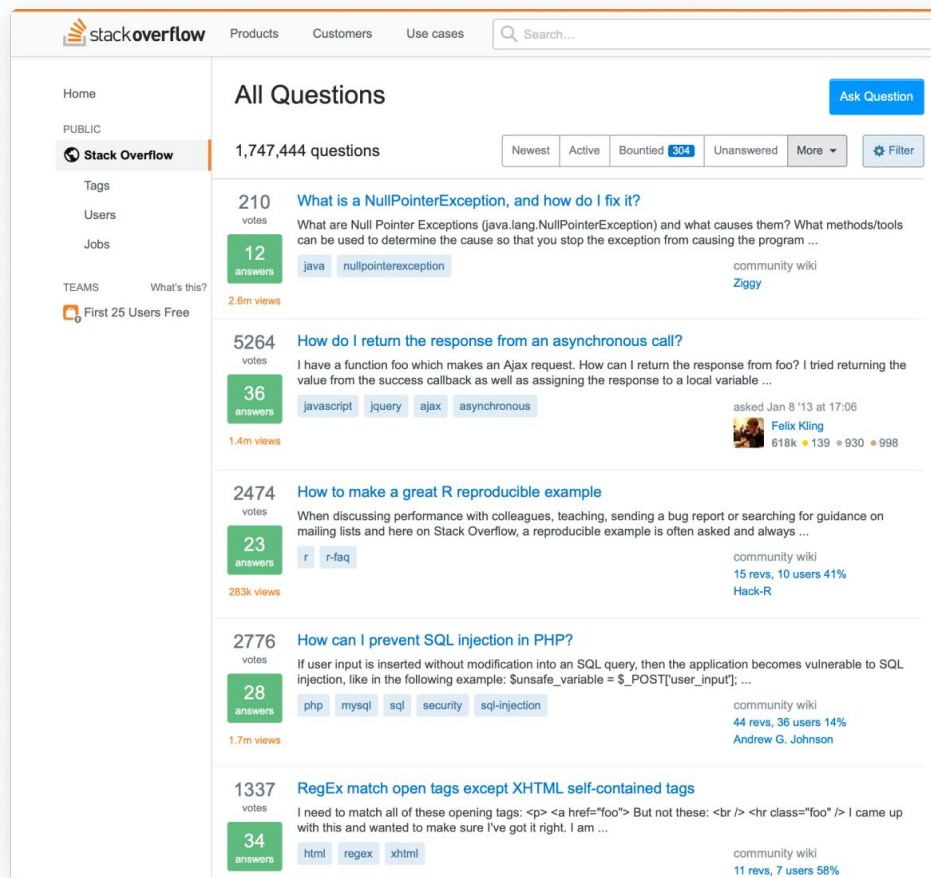
Our mission is empower the world to develop technology through collective knowledge.



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**

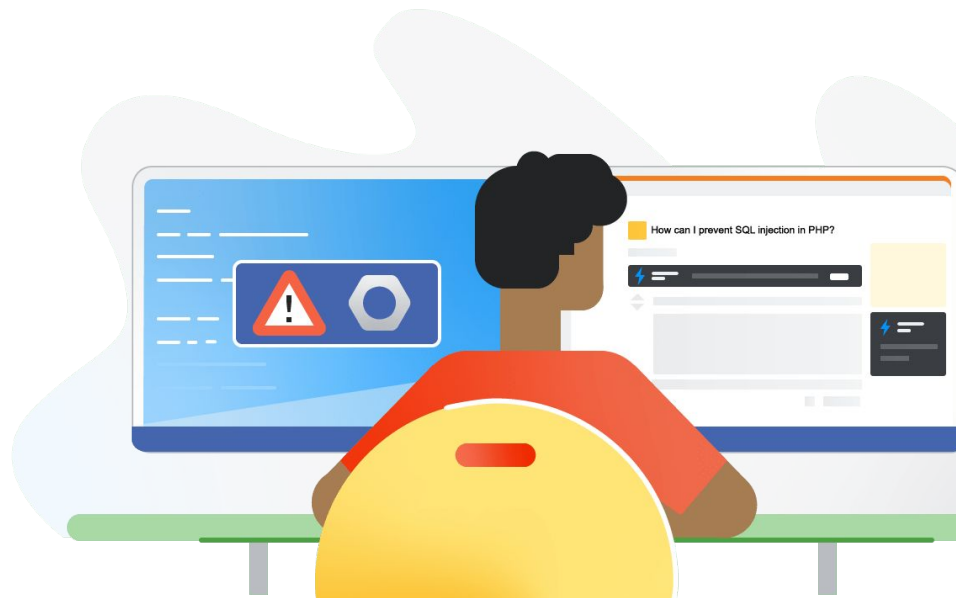


We're an indispensable part of the tech community's workflow

 | ADVERTISING

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 ¹

1.4+ million

Monthly UK visitors to Stack Overflow ²

Top 50

Website in the world ³

21+ million

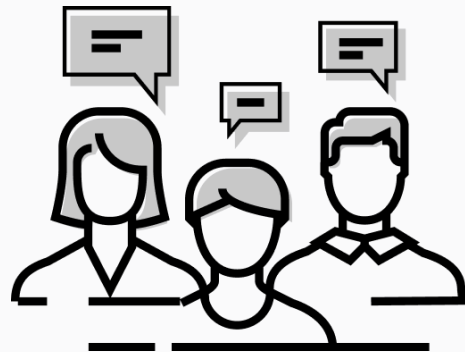
Questions and counting ¹

13.6 seconds

Average time between new questions ¹

50.6+ billion

Number of times a developer or
technologist got help ¹



¹ Internal metrics

² Comscore, January 2021

³ 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

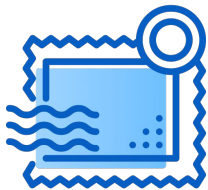
Constant moderation; universal
guidelines



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.

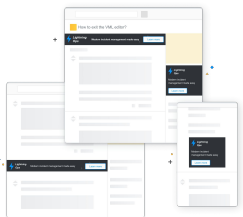


Unparalleled Support

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.

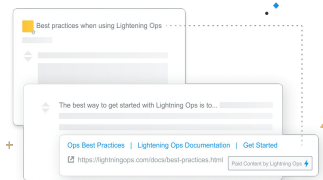
Advertising Solutions



Banner Advertising

Precise reach to millions of developers

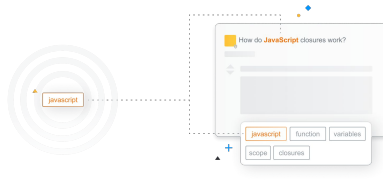
Supports your lead gen and search strategies



Direct-to-developers

Exclusive to Stack Overflow

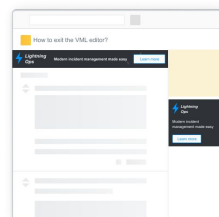
Build trust and reduce your risk of churn



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

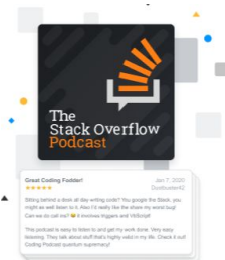
Advertising Solutions



Newsletter Advertising

Extend your reach to millions of subscribers

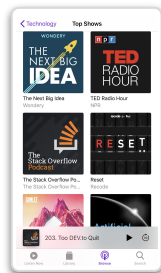
Engage with developers across channels



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.



ADVERTISING

Android Jetpack

Components to make it easier for you to develop great Android apps

LEARN MORE



OPTIMIZE ROLLOUTS

Deploy Winning Experiences Every Time

FREE FEATURE FLAGS

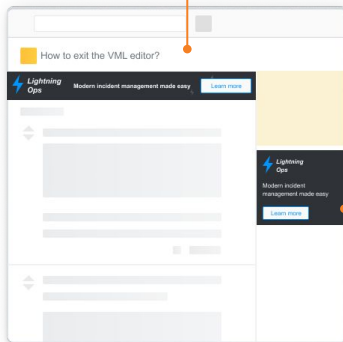


ObservaBLT

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 >



A new DIY cloud for GSD people. Servers start at \$5/mo.

Get it done

SpinUp



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

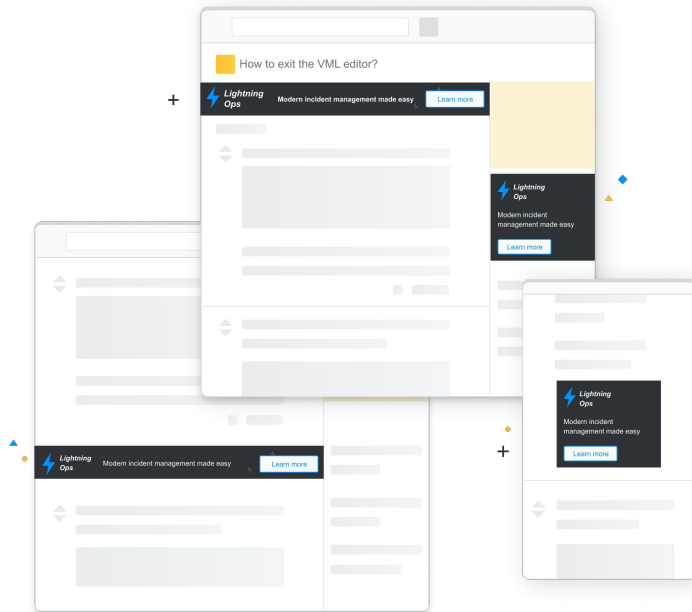
Build, train, and deploy machine learning models with Amazon SageMaker

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

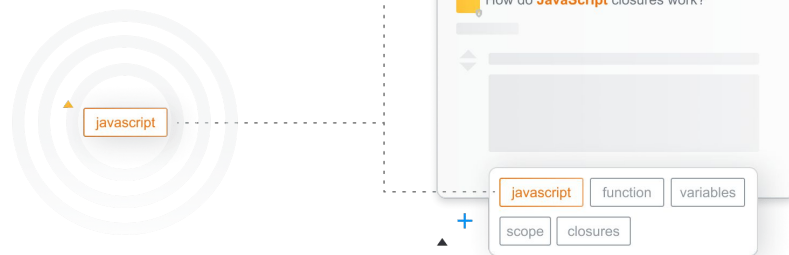


Solutions

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

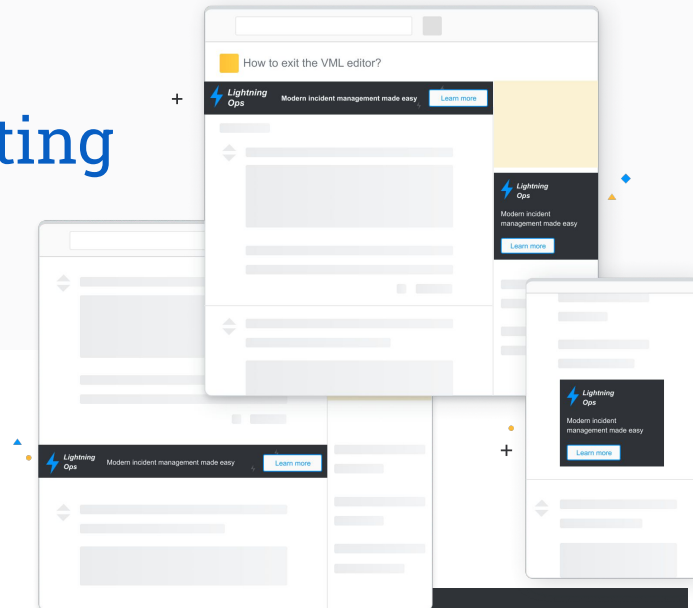
Select from our predefined list of more than **9,000** companies you can reach on our network and we'll target your banner advertising campaign directly to those accounts.

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.

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 

Mathematics



English Language & Usage



Super User



Arqade



Ask Ubuntu



Movies & TV



Travel



Music Theory



Bicycles



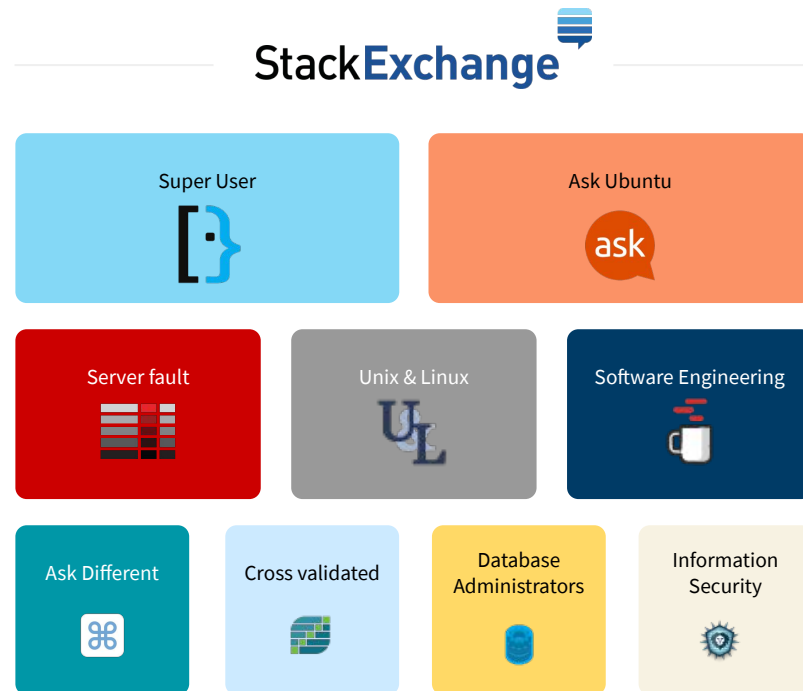
Banner advertising: Technical Stack Exchange

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.



Solutions

Direct to Developers

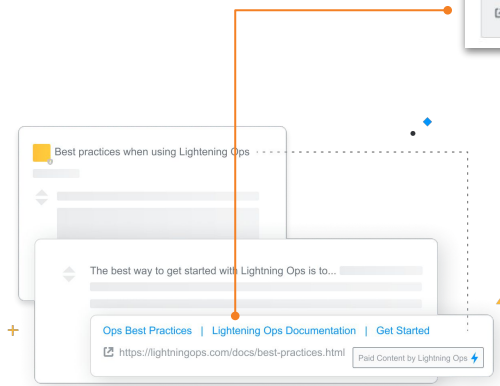
Precisely map your content to millions of questions on Stack Overflow and Tech Stack Exchange sites.

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.



Specifications

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

Solutions

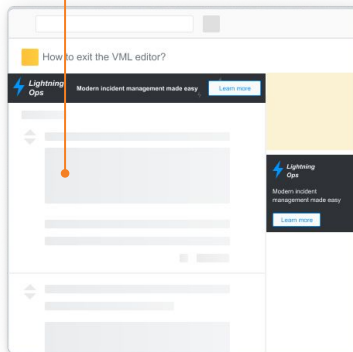
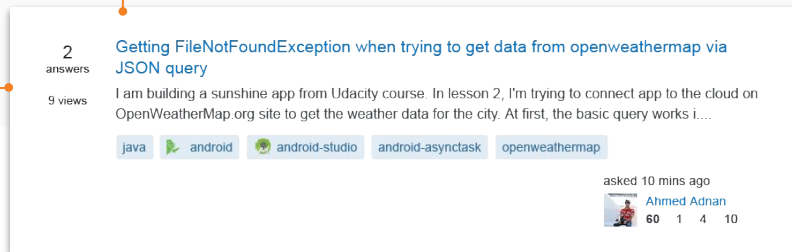
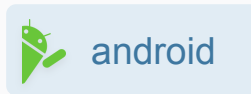
Topic Tag Sponsorship

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.



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

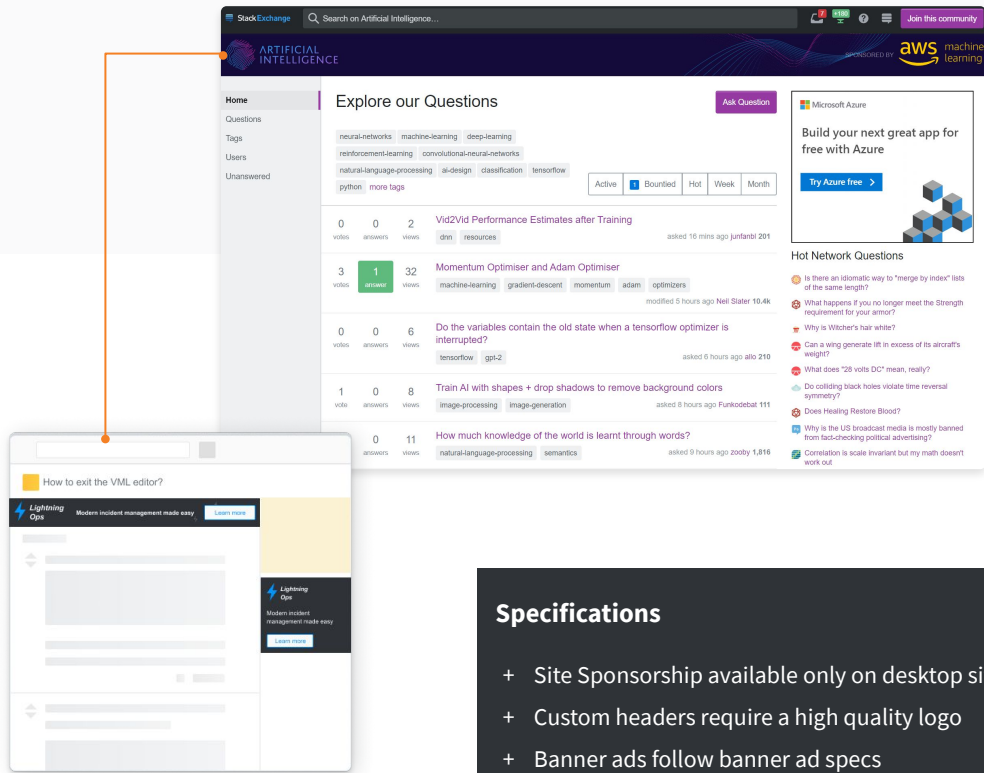
Site Sponsorship

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 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.



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.

ough Pusher's API promotion

People are increasingly asking for social in service apps. When it comes to custo and it's now gaining traction in mobi



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

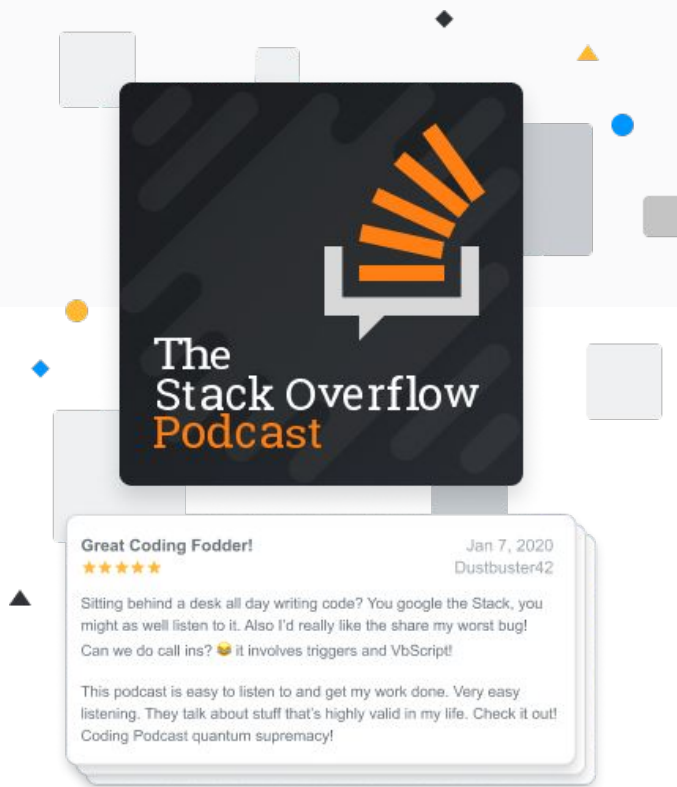
Promote your brand to our tuned-in tech audience. The Stack Overflow Podcast features conversations about working in software development, learning to code, and the culture of computer programming.

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



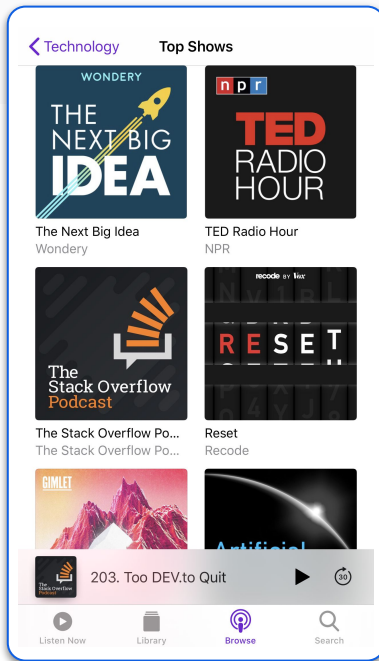
Solutions

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.



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

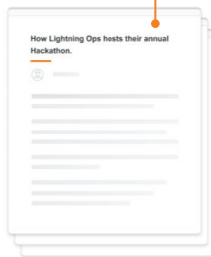
The Stack Overflow blog is visited by more than **300,000 developers each month**. Work with our editorial team to publish a blog post showcasing your brand, technology, or service that we'll share with our developer and technical community.

Connect in a new way with developers

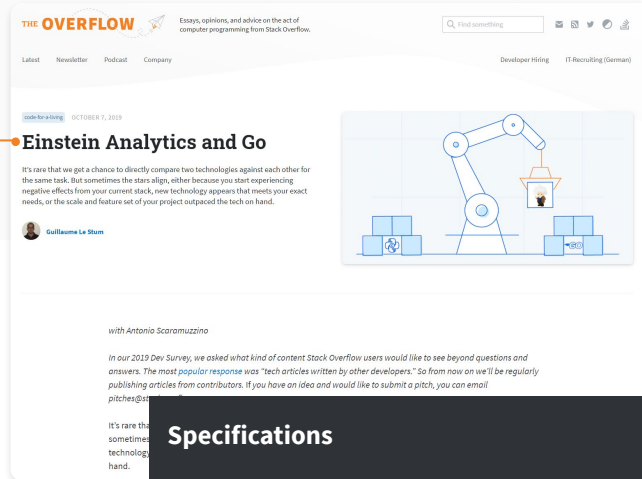
Let our editorial pros deliver high-value content that connects your brand with developers in a unique, conversational way.

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.



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.

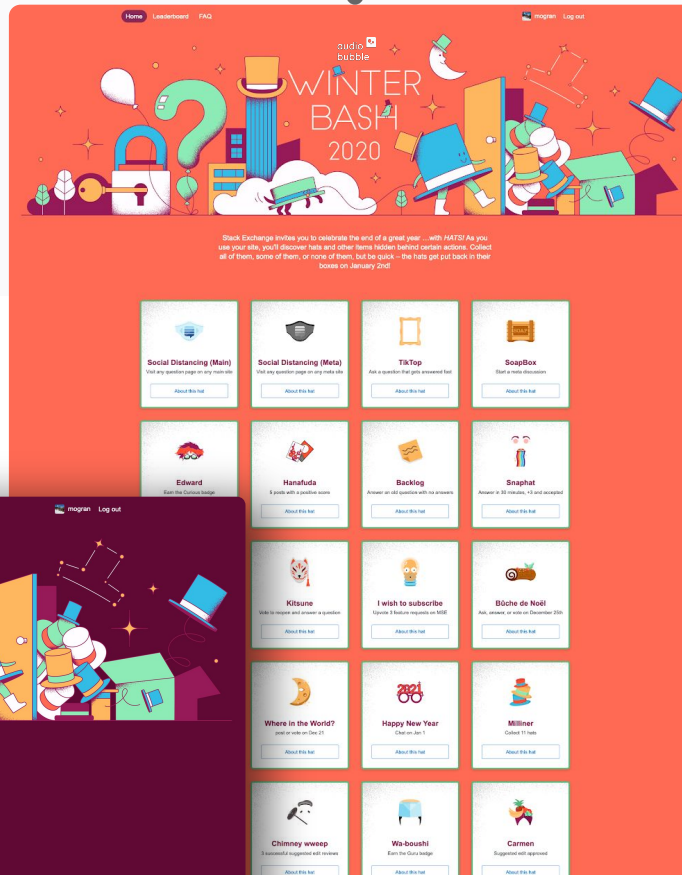
Examples of tactics bundled in these packages include:

- + 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.

Sponsored by

audio
bubble



Creative Specs & Guidelines

Banner Advertising

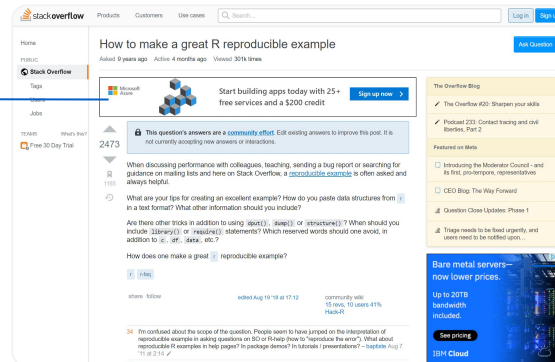


Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
Leaderboard	728x90	✓	✗
Mid-page Leaderboard	728x90	✓	✗
Box	300x250	(sidebar)	(in-line)

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

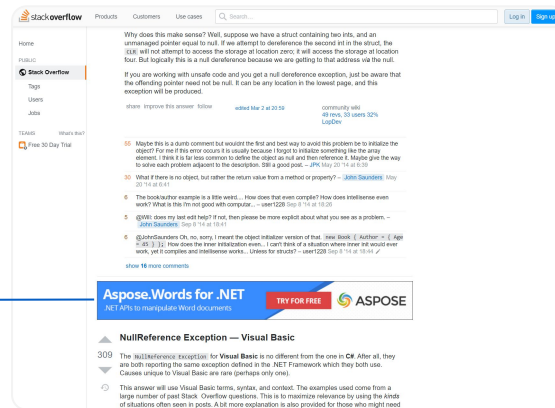
- + Accepted image formats for banner ad creative is JPEG/JPG or PNG. Max file size per creative is 150KB.
- + Static image ads only.
- + Ads with a white or light background must include a dark 1 pixel border.
- + Landing page/destination URLs. Note: Must be mobile optimized if utilizing the Box ad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

Leaderboard



Box

Mid-page
Leaderboard



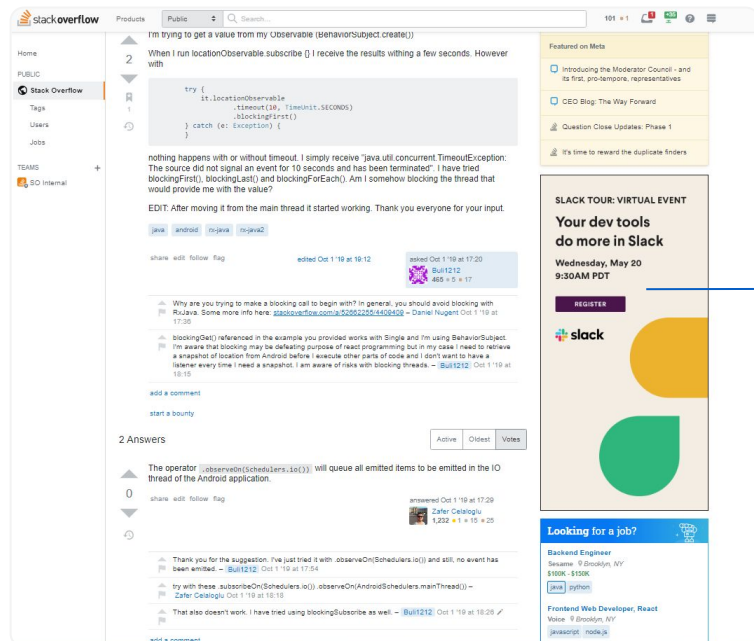
Banner Advertising



Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
Half-page Skyscraper	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



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

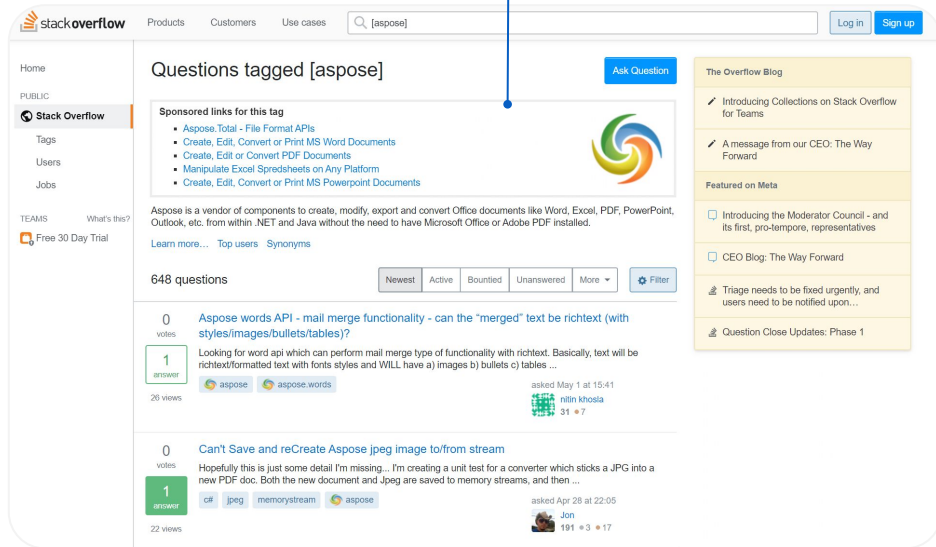


The following assets are due 5 business days prior to campaign launch:

- + 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



22

votes

12

answers

117k views

How to insert programmatically a new line in an Excel cell in C#?

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 ...

c#

.net

excel

aspexe

asked Jul 24 '09 at 9:13



User

26.5k • 17 • 71 • 106

Topic Tag with Logo

Site Sponsorship

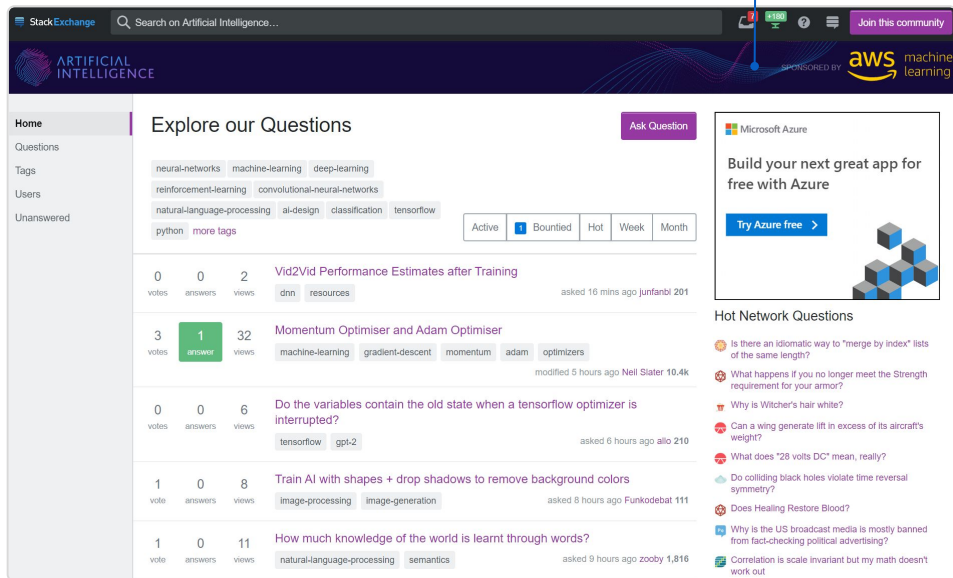


Custom header with logo

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](#).



Newsletter and Podcast Advertising



Placement	Creative Specs	Deadline
Newsletter Advertising	<p>The following is needed for newsletter advertising creative:</p> <ul style="list-style-type: none">+ Headline - Approximately 60 characters (including spaces)+ Description - Approximately 250 characters (including spaces)+ Destination URL that the headline will link to<ul style="list-style-type: none">o UTMs can be included in the URLo For the pilot, we are not accepting third party tags <p>See an example of a Newsletter Ad.</p>	<p>Copy due to Media Planner <u>no later than 10 business days</u> prior to newsletter distribution.</p>
Podcast Advertising	<ul style="list-style-type: none">+ Choice of :15 second pre- or mid-roll ad placement+ 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 to learn more <p>Hear an example 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>
Sponsored Blog Post	<ul style="list-style-type: none">+ One blog post (up to 1,500 words) produced by Stack Overflow's editorial team or provided by client+ Client to be given byline with bio included+ 2-3 links to company website or landing page included within content	<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>See step-by-step timeline for both options here.</p>

Sponsored Podcast



Product/Placement	Creative Specs	Deadline
Sponsored	Podcast The following is needed for a Sponsored Podcast: <ul style="list-style-type: none">+ Logo for landing page and promotional banner ad creative (SVG format)+ Text to include in episode notes on landing page (1-2 sentences)+ Destination URL that the logo and CTA in episode notes will link to<ul style="list-style-type: none">o UTMs can be included in the URL <p>See an example 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
Sponsored Blog Post	<ul style="list-style-type: none">+ One blog post (up to 1,500 words) produced by Stack Overflow's editorial team or provided by client+ Client to be given byline with bio included+ 2-3 links to company website or landing page included within content <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>See step-by-step timeline for both options here.</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.

