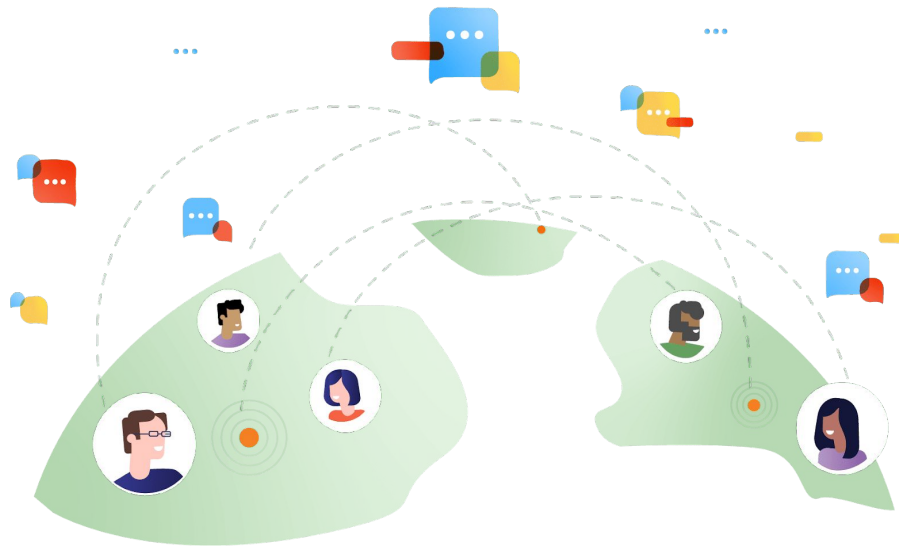# Media kit

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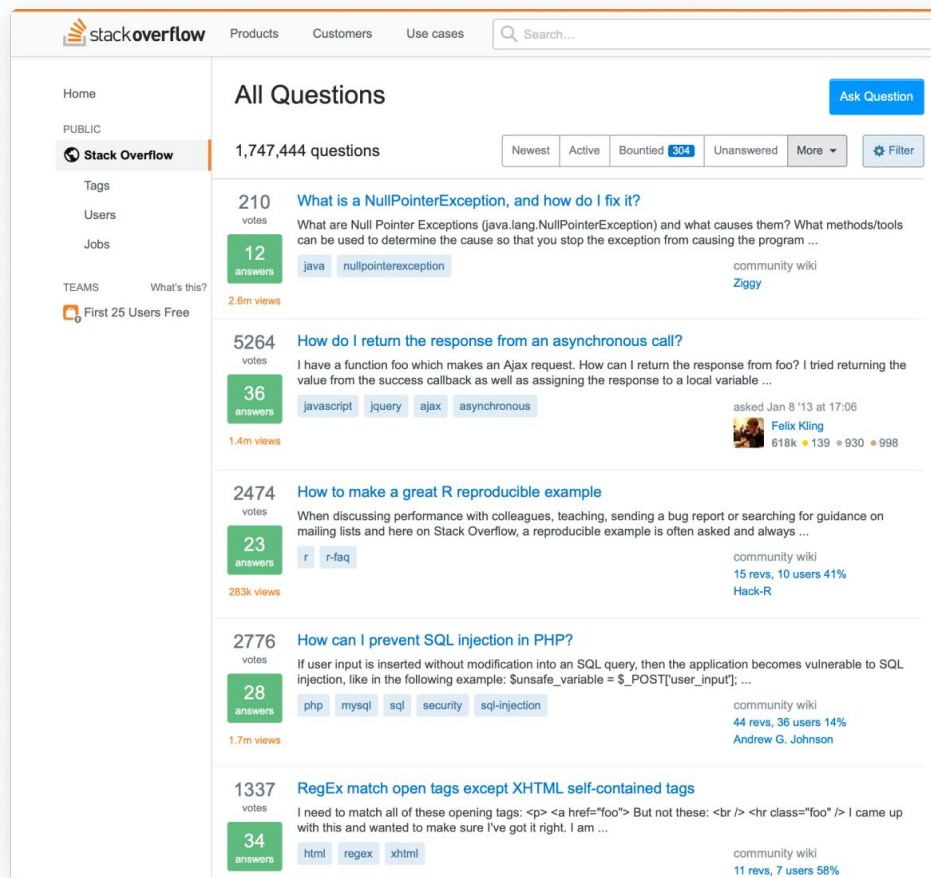
Our mission is empower the world to develop technology through collective knowledge.

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**

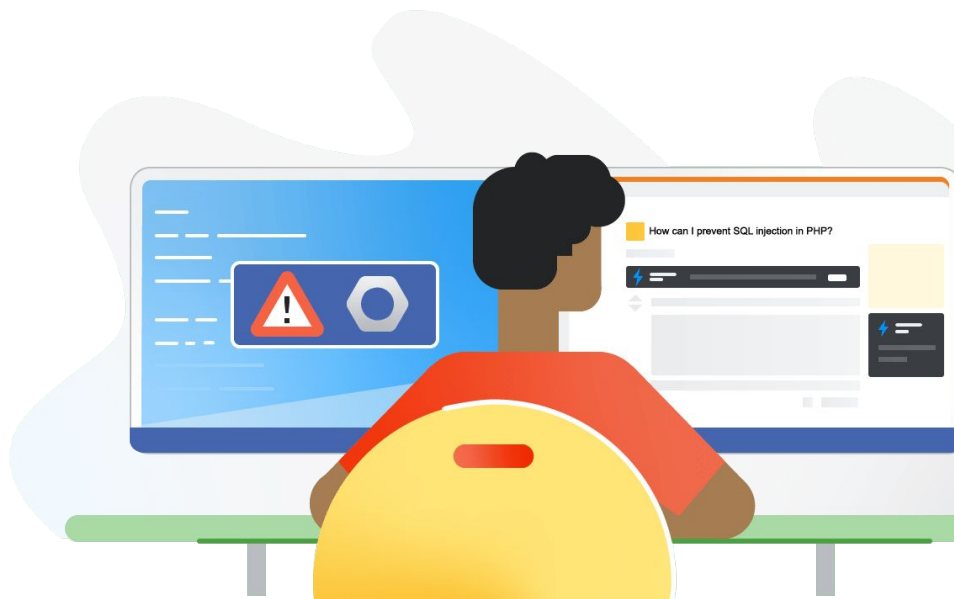# We're an **indispensable part** of the tech community's workflow

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]

21+ million
Questions and counting [1]

1.5+ million
Monthly German visitors to Stack Overflow [2]

13.6 seconds
Average time between new questions [1]

Top 50
Website in the world [3]

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
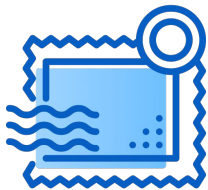and full transparency

Brand safe
Constant moderation; universal
guidelines

Unparallelled 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
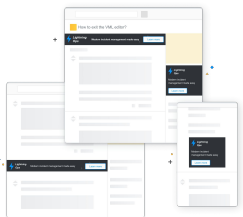
Banner Advertising

Precise reach to millions of developers

Supports your lead gen and search strategies
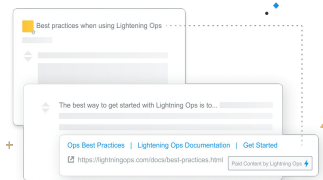
Direct-to-developers

Exclusive to Stack Overflow

Build trust and reduce your risk of churn
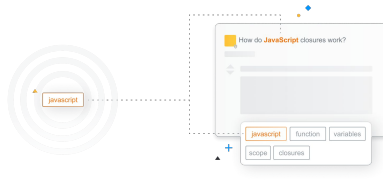
Topic Tag Sponsorships

Always on awareness

Increase brand awareness and familiarity
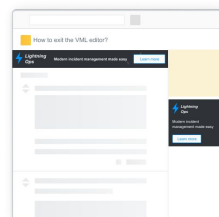
Site Sponsorships

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

ℹ️ 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
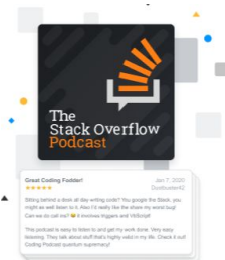
Podcast Advertising

Increase your exposure with a highly engaged audience

Present your brand in an authentic way
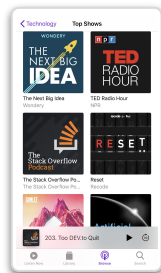
Sponsored Podcasts

Establish authority in your category

Develop trust with developers & technologists
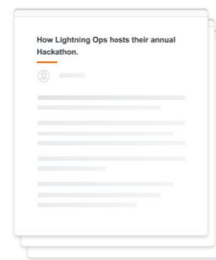
Sponsored Blog Posts

Establish your brand as a thought leader

Drive awareness with high-value content

Challenges addressed

+ Brand awareness	+ Brand awareness	+ Brand awareness	+ Brand awareness
+ Support conversion	+ Support conversion		+ Support conversion

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.

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
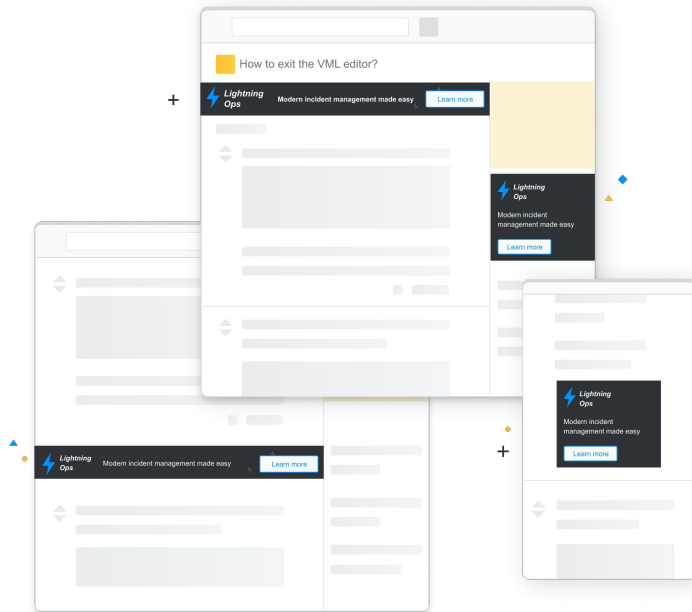
Banner advertising: Topic Tag targeting

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:

How do **JavaScript** closures work?

javascript

| javascript | function | variables |
| scope | closures |

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

ADVERTISING

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

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.
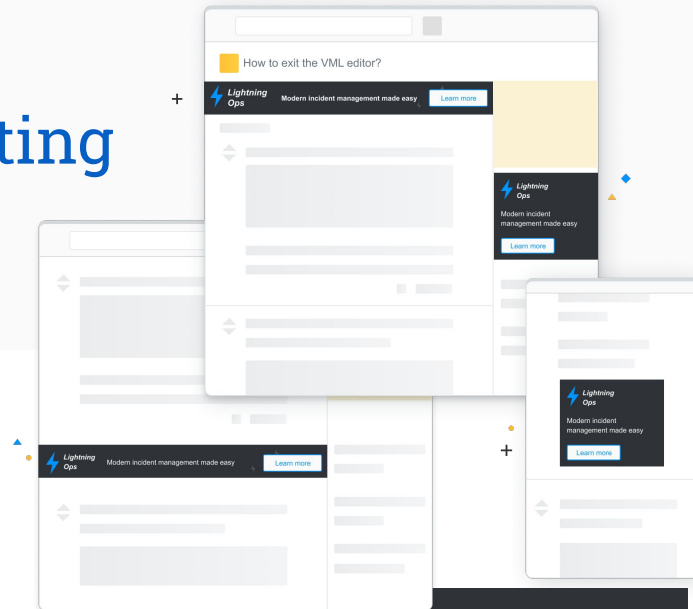
Specifications

+ 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.

StackExchange

Super User	Ask Ubuntu

Server fault	Unix & Linux	Software Engineering

Ask Different	Cross validated	Database Administrators	Information Security
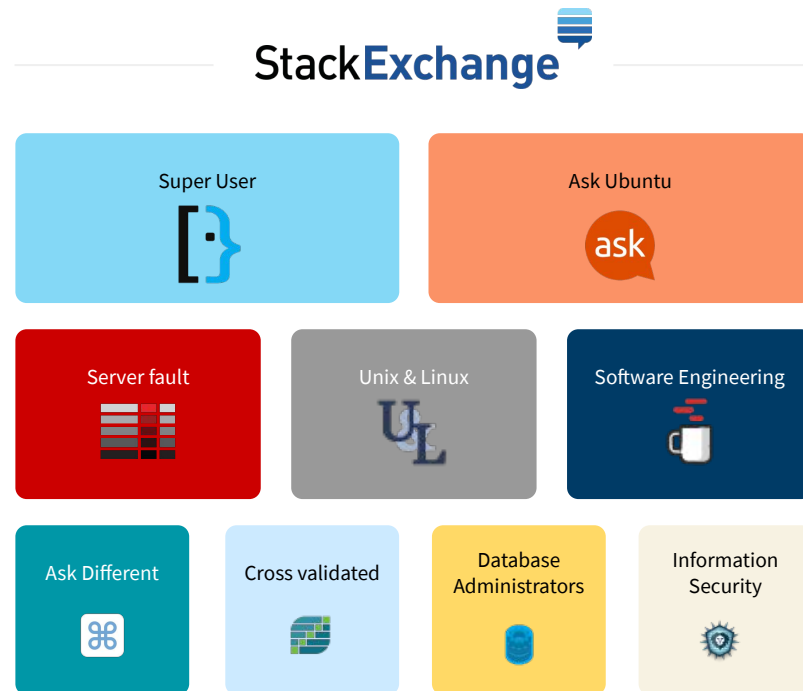
Direct to Developers

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.

Currently mongoDB Atlas has a copy and paste option for "mongodump" in the "Command Line Tools" section of your cluster. First login to your mongoDB Atlas cluster. Next, on the left side of the screen make sure "Clusters" is chosen. Then, you'll see two options "Overview" and "Security", make sure "Overview" is chosen. Directly below "Overview" you should see "Sandbox". Under "Sandbox" you should see the name of your cluster which is a clickable link, click it. You'll then see a number of optional links to click, click "Command Line Tools". Here you'll see the copy and paste option for "mongodump".

13

share edit

answered Jul 5 '18 at 22:01

charliecode
131 ● 1 ● 3

1   This helped but now it is under Cluster -> Drop down select next to 'Collections' button -> Command Line Tools
    – whla Mar 7 at 20:58

add a comment

Real-Time Performance Panel - MongoDB Atlas   About our ads

https://docs.atlas.mongodb.com/real-time-performance-panel/   Paid Content by MongoDB

Best practices when using Lightening Ops

The best way to get started with Lightning Ops is to...

Ops Best Practices | Lightning Ops Documentation | Get Started

https://lightningops.com/docs/best-practices.html   Paid Content by Lightning Ops

Specifications

+   728x90 (desktop only)

+   Mid-page leaderboard on question pages

+   Requires at least 200 pieces of technical content

+   Priced on a CPC basis

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.

android

2 answers
9 views

Getting FileNotFoundException when trying to get data from openweathermap via JSON query

I am building a sunshine app from Udacity course. In lesson 2, I'm trying to connect app to the cloud on OpenWeatherMap.org site to get the weather data for the city. At first, the basic query works i....

java   android   android-studio   android-asynctask   openweathermap

asked 10 mins ago

Ahmed Adnan
60   1   4   10

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.
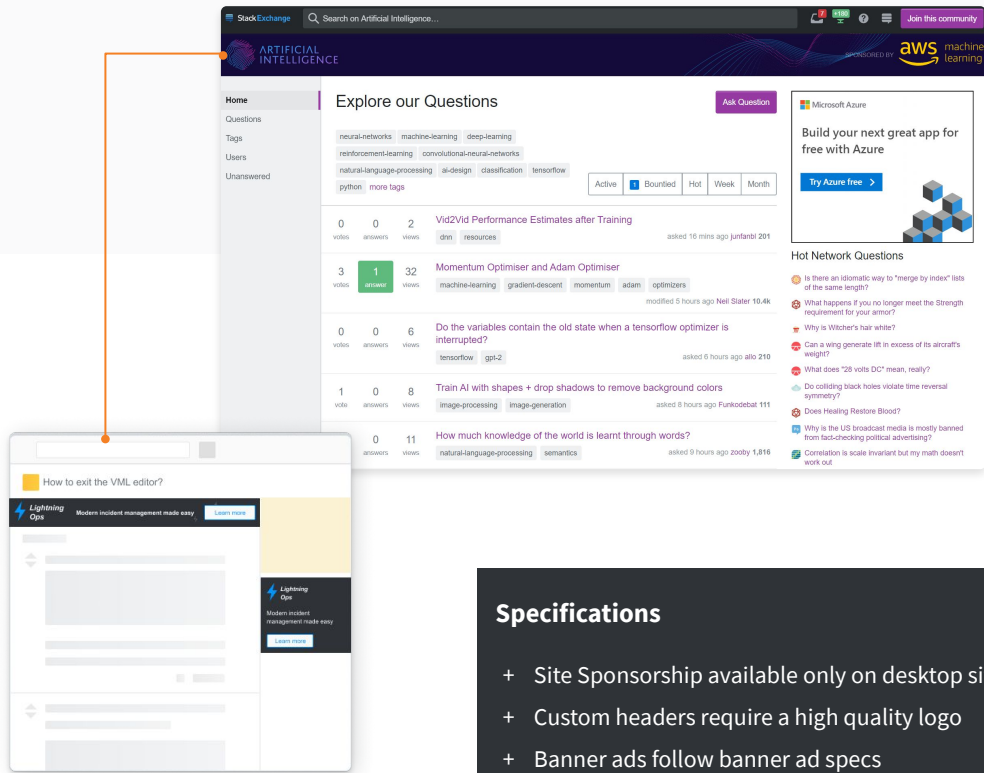
Specifications

+ 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

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.

ⓘ

Inventory for this product is limited. Stack Overflow has final editorial approval on all ad copy and landing pages.

stack overflow

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.

ough Pusher's API promotion
ple are increasingly asking for social in
service apps. When it comes to custo
s, and it's now gaining traction in mobi

Specifications

+ Distributed weekly

+ One native, inline text ad featured alongside other articles and content

+ Includes headline, description, and link to your landing page

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.

THE **OVERFLOW**

Essays, opinions, and advice on the act of computer programming from Stack Overflow.

Latest   Newsletter   Podcast   Company

Developer Hiring   IT-Recruiting (German)

code-for-a-living   OCTOBER 7, 2019

Einstein Analytics and Go

It's rare that we get a chance to directly compare two technologies against each other for the same task. But sometimes the stars align, either because you start experiencing negative effects from your current stack, new technology appears that meets your exact needs, or the scale and feature set of your project outpaced the tech on hand.

Guillaume Le Stum

with Antonio Scaramuzzino

In our 2019 Dev Survey, we asked what kind of content Stack Overflow users would like to see beyond questions and answers. The most *popular response* was "tech articles written by other developers." So from now on we'll be regularly publishing articles from contributors. If you have an idea and would like to submit a pitch, you can email pitches@s...

It's rare that sometimes technology hand.

How Lightning Ops hosts their annual Hackathon.

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

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

ⓘ Inventory for these products are limited. Stack Overflow has final editorial approval on all content.

The Stack Overflow Podcast

Great Coding Fodder!   Jan 7, 2020
★★★★★   Dustbuster42

Sitting behind a desk all day writing code? You google the Stack, you might as well listen to it. Also I'd really like the share my worst bug! Can we do call ins? 😄 it involves triggers and VbScript!

This podcast is easy to listen to and get my work done. Very easy listening. They talk about stuff that's highly valid in my life. Check it out! Coding Podcast quantum supremacy!

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.
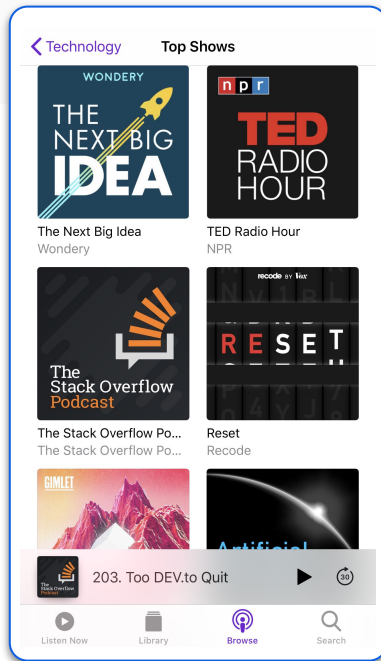
Specifications

+ 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

ⓘ Inventory for these products are limited. Stack Overflow has final editorial approval on all content.

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.

ⓘ Inventory for these products are limited. Stack Overflow has final editorial approval on all content.

THE OVERFLOW 🚀   Essays, opinions, and advice on the act of computer programming from Stack Overflow.

Latest   Newsletter   Podcast   Company   Developer Hiring   IT-Recruiting (German)

podcast   JULY 29, 2020

Podcast – 25 Years of Java: the past to the present

From an idea for interactive set-top boxes to running 45 billion virtual machines across the globe, Java has come a long way over the last quarter century.

Ben Popper and Ryan Donovan

The Stack Overflow Podcast | EP257
25 Years of Java - the past to the present

The Stack Overflow Podcast

This week we have two extra podcast episodes for you, s...
creation of the Java programming language. This is par...

In the tech world, 25 years is an eternity, and in that tim...
interplanetary ubiquity. In the beginning, the nascent J...
was designed to create interactive televisions. Think of...

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

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.
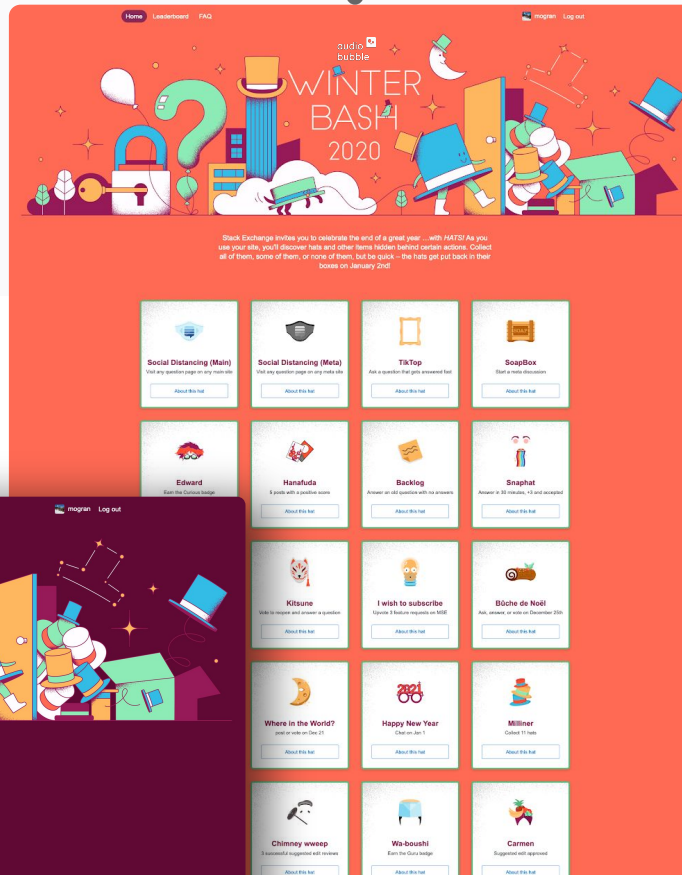
Examples of tactics bundled in these packages include:

+ Co-branded landing page experience
+ Co-branded banner advertising
+ Newsletter promotion
+ Sponsored blog posts
+ Podcast advertising

ⓘ Opportunities are limited. Inquire early for access to our most popular community activities.
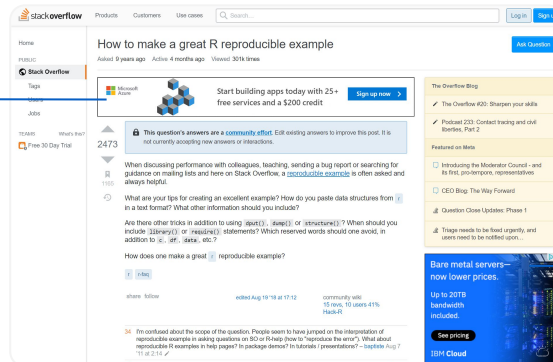
Creative Specs & Guidelines

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

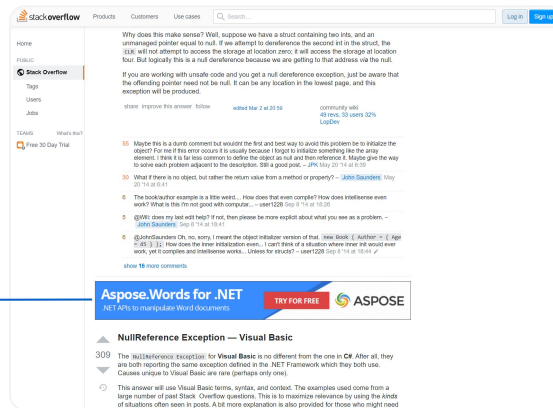| Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
Half-page Skyscraper	300x600	✔	✗

Half-page Skyscraper

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
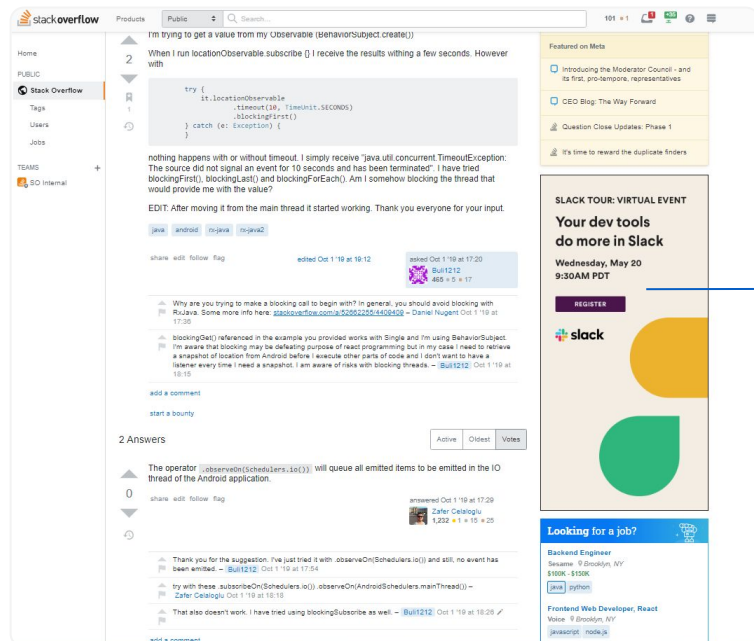
Creative Guidelines

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

Topic Tag Page with Logo and 5 Links

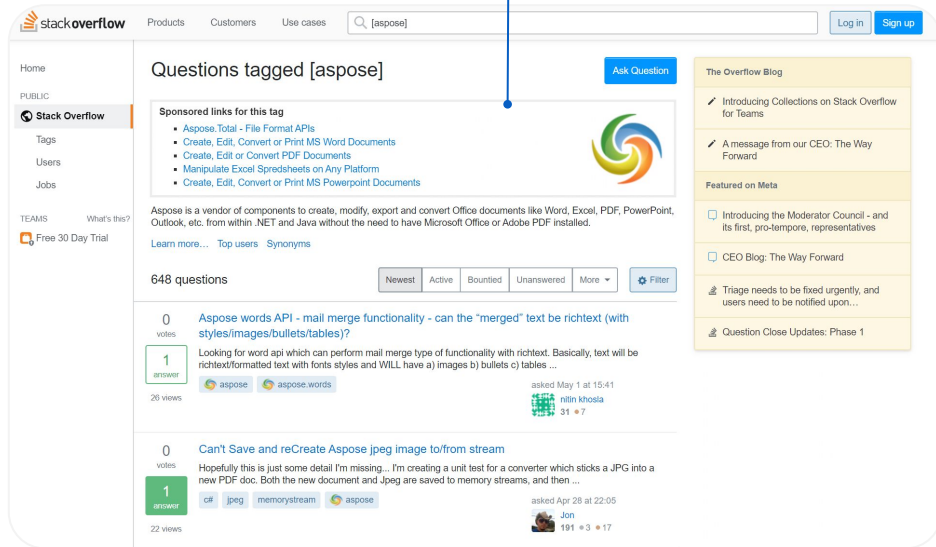| Size	Desktop	Mobile
	Q&A page	Q&A page
Desktop page logo size: 100x100 Topic tag logo size: 36x32 Topic Tag page		✗

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.

Stack Overflow — Questions tagged [aspose]

Sponsored links for this tag
- Aspose.Total - File Format APIs
- Create, Edit, Convert or Print MS Word Documents
- Create, Edit or Convert PDF Documents
- Manipulate Excel Spreadsheets on Any Platform
- Create, Edit, Convert or Print MS Powerpoint Documents

Aspose is a vendor of components to create, modify, export and convert Office documents like Word, Excel, PDF, PowerPoint, Outlook, etc. from within .NET and Java without the need to have Microsoft Office or Adobe PDF installed.

Topic Tag with Logo

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

Site Sponsorship

Custom header with logo

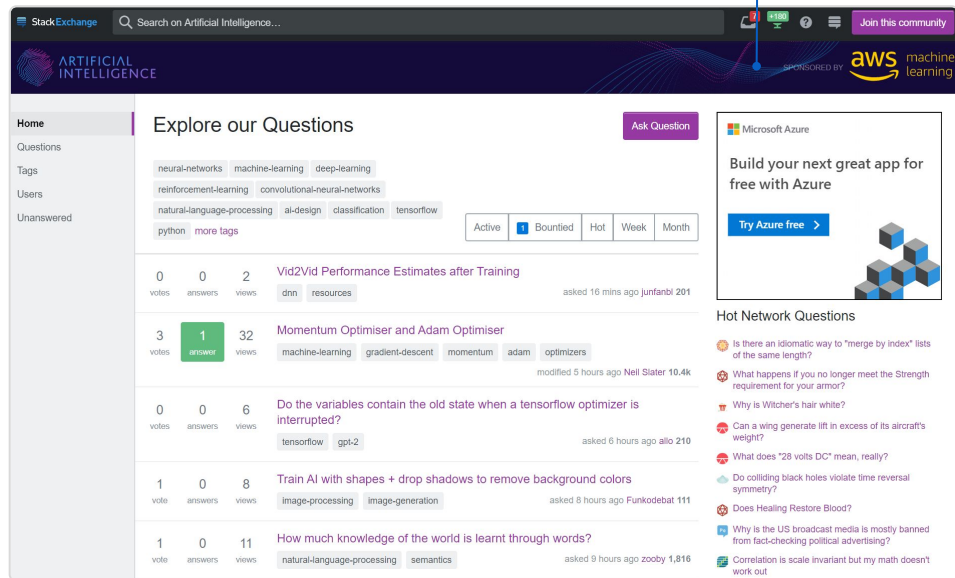| Size	Desktop	Mobile
	Q&A page	**Q&A page**
Custom header on home and Q&A pages	Site home page and Q&A pages	✗

The following assets are <u>due 10 business days</u> 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 <u>found here</u>.

Newsletter and Podcast Advertising

Placement	Creative Specs	Deadline

Newsletter Advertising	The following is needed for newsletter advertising creative:
	
	+ Headline - Approximately 60 characters (including spaces)
	+ Description - Approximately 250 characters (including spaces)
	+ Destination URL that the headline will link to
	   ○ UTMs can be included in the URL
	   ○ For the pilot, we are not accepting third party tags
	
	See an example of a Newsletter Ad.
		Copy due to Media Planner <u>no later than 10 business days</u> prior to newsletter distribution.

Podcast Advertising	+ 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 Hear an example of a Podcast Ad (pre-roll).	Script due to Media Planner <u>no later than 7 business days</u> before scheduled podcast.
Sponsored Blog Post	+ 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	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. 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</u> before publication date. See step-by-step timeline for both options here.

ℹ Stack Overflow has final editorial approval on all content, including newsletter ad copy, podcast scripts, sponsored blog posts and related landing pages.

Sponsored Podcast

Product/Placement		Creative Specs	Deadline
Sponsored	**Podcast**	The following is needed for a Sponsored Podcast: + 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 ○ UTMs can be included in the URL See an example of a Sponsored Podcast landing page.	Logo and copy due to Media Planner one week after I/O is signed.

Stack Overflow has final editorial approval on all content, including newsletter ad copy, podcast scripts, sponsored blog posts and related landing pages.

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

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Sponsored Blog Post

Placement	Creative Specs	Deadline
Sponsored Blog Post	+ 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 *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.*	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. 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>. <u>See step-by-step timeline for both options here</u>.

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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.

ⓘ Stack Overflow has final editorial approval on all content, including newsletter ad copy, podcast scripts, sponsored blog posts and related landing pages.

Questions?
Contact me.