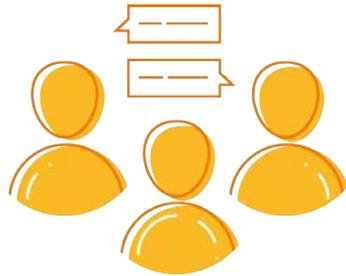
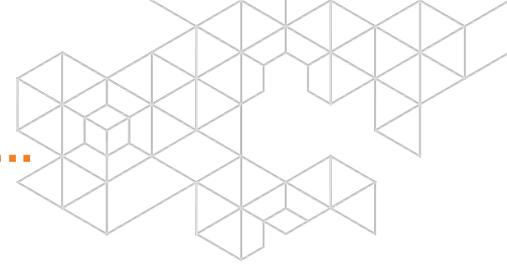




Media Kit

2019

Developers are driving business growth... and hold great influence on purchases



54%

say that developers have the most influence or developers and management have about equal input in purchasing new technology



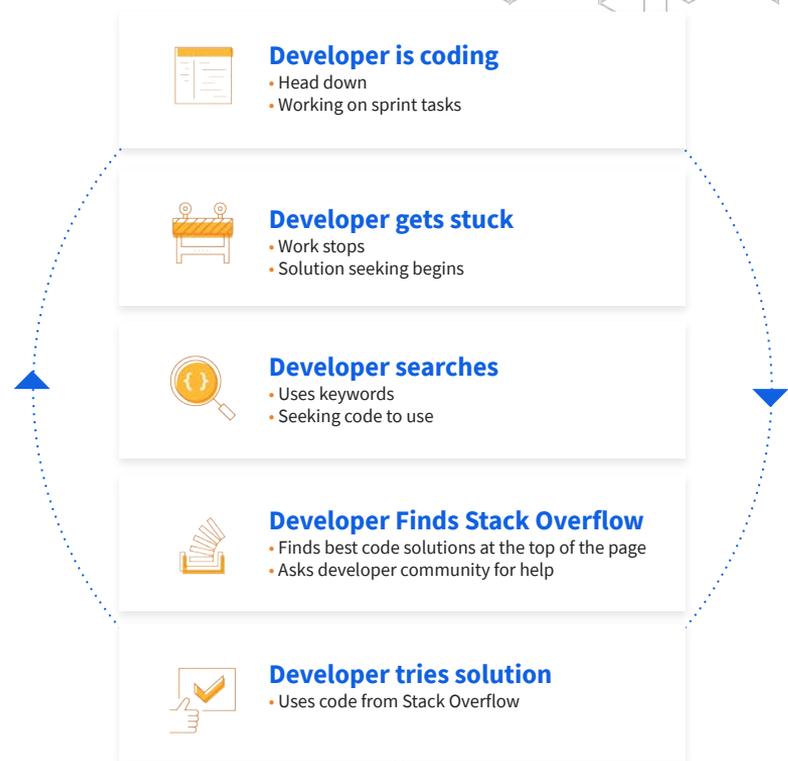
60%

say that they personally have some to a great deal of influence on purchasing decisions

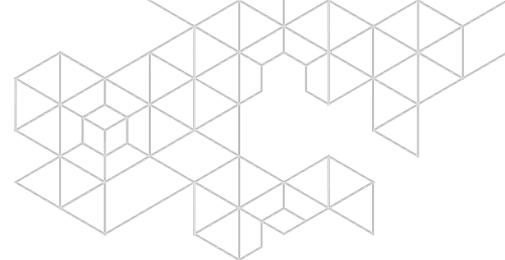
Stack Overflow is THE platform for developers

- Developer-first for more than 10 years
- Biggest source of collected programming knowledge
- Over 17 million questions; 25 million answers
- 8 out of 10 developers visit Stack Overflow at least weekly

Source: Stack Overflow internal data; Stack Overflow 2018 Developer Survey



Stack Overflow audience



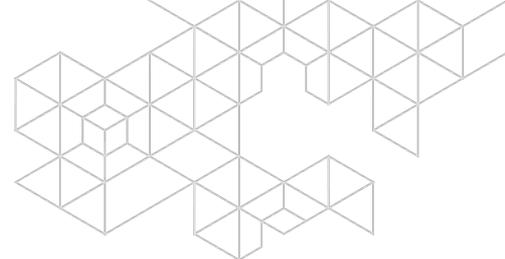
Monthly Global Unique Visitors: **37M**

Monthly US Unique Visitors: **8.5M**

One of the **Top 10 Technology** sites in the US

Global Registered Stack Overflow users: **9.5M**

Stack Overflow activity by the numbers



17,197,701



programming questions

26,382,717



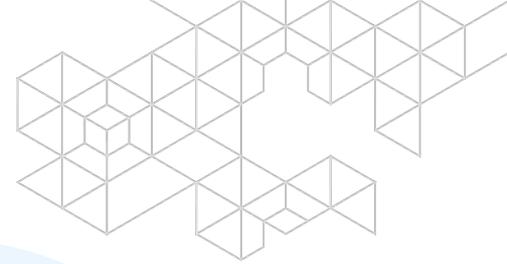
solutions given

257,807,795



edits, votes and comments

What does Stack Overflow Advertising do for you?



- ◉ Developers are typing their coding questions into search engines and finding the answer on Stack Overflow.
- ◉ Like most other people, they check email, social media feeds, and read news/blogs every day.
- ◉ They also go to conferences, summits, and meet ups.

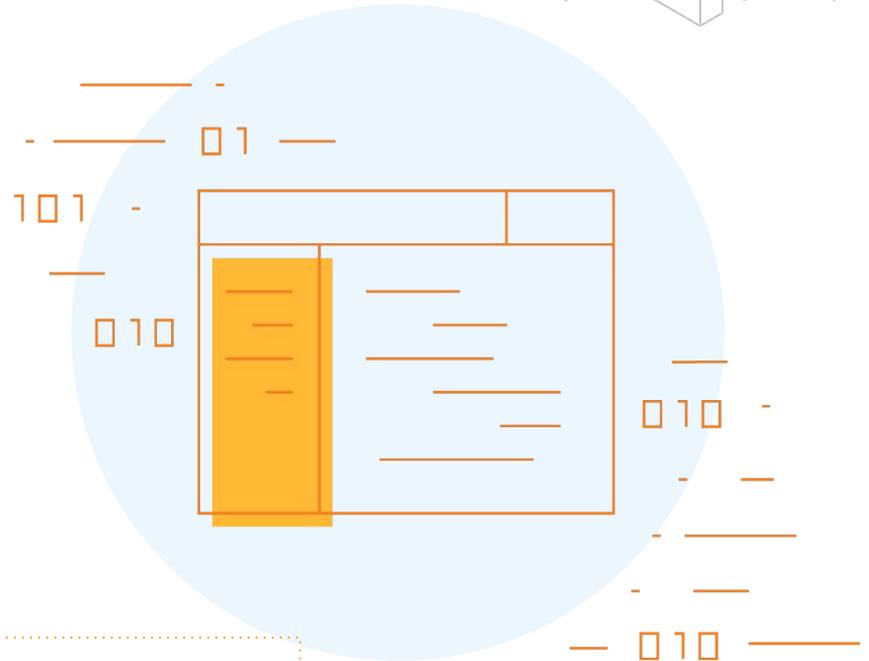


We're a natural part of developers' workflow.

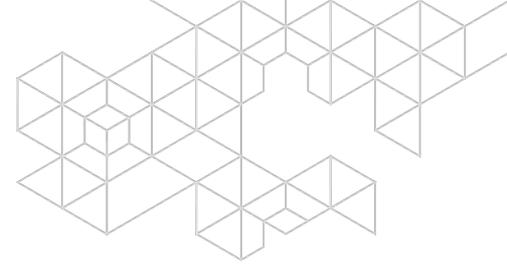
Some call us the developers second screen...

We're your always on, conversion support strategy

Our average view-through conversions are **14x higher** than click-through conversions



You become part of our special blend of awesome



Highly Relevant

Developer-focused content



Exclusive, real interest-based targeting

No algorithms; full transparency

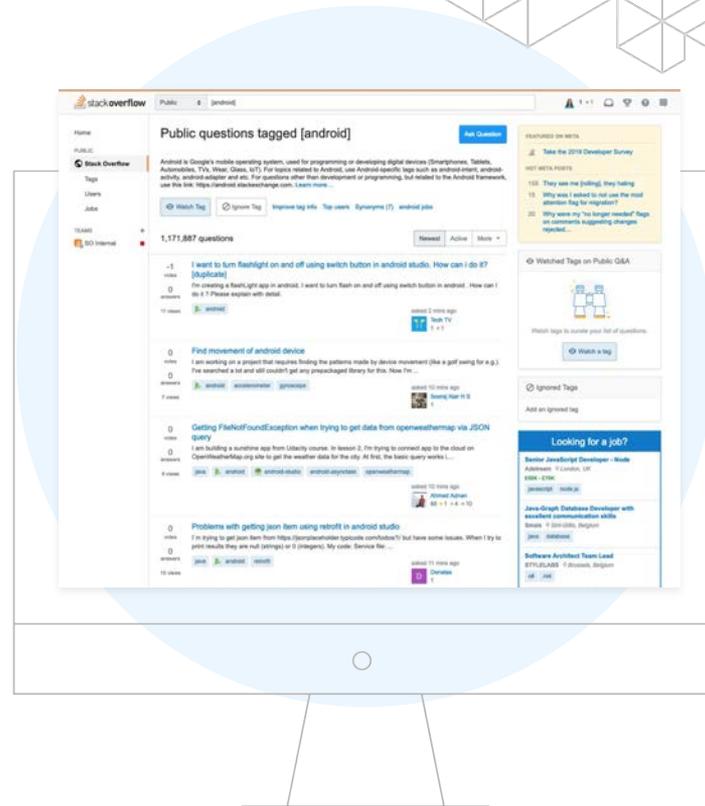


Brand Safe

Constant moderation; universal guidelines

Let's talk developer-focused content

- Developers find us, even if they aren't looking. We've optimized our 17 million questions to make it easy for developers to find an answer, whether they start from a search engine or Stack Overflow's home page.
- Developers trust Stack Overflow because it's their place.
 - They ask the questions.
 - They moderate and vote on the answers.
 - They have full access to all the content they need to get their answer - nothing is behind a gate or paywall.



Let's talk brand safe environment

- We keep our brand safe so yours is too.
- We have community moderators who are actively making sure 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 assurance seriously.
 - In 2018, our moderators handled almost 2 million flags to keep abusive, unwelcoming, and inappropriate content off the site.
- Our developer-first advertising guidelines ensure an enjoyable, relevant, and focused experience.
 - No gimmicks, no flash, no intrusions.
 - Developers and the brands that work with us trust the advertising experience.

Make your voice heard: [Take the 2019 Developer Survey now](#)

Home
PUBLIC
Stack Overflow
Tags
Users
Jobs
TEAMS
SO Internal

Public Users

Filter by user

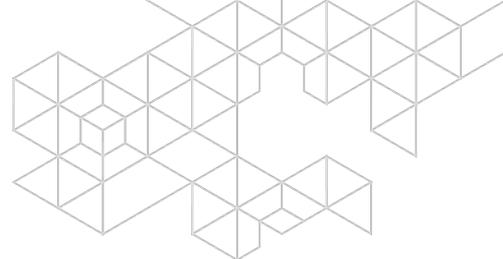
reputation new users votes editors moderators

Who are the moderators?

We believe moderation starts with the community itself, so in addition to [privileges earned through reputation](#), we periodically hold [democratic moderator elections](#). Please see [A Theory of Moderation](#) for information on our moderation philosophy.

Aaron Hall • NYC, NY, United States 172k 51 333 253 elected 2016	Andy • 36.8k 21 103 161 elected 2017	Bhargav Rao • Bengaluru, Karnataka, India 63.2k 25 50 111 elected 2016	Bohemian • Melbourne, Australia 296k 64 420 556 elected 2014
BoltClock • Singapore 629k 129 1158 1195 elected 2011	Brad Larson • Madison, WI 161k 40 364 542 elected 2012	Chris F • United Kingdom 116k 25 218 291 elected 2013	Cody Gray • Sunnyvale, CA, USA 192k 35 377 464 elected 2017
deceze • Germany 89k 51 134 691 elected 2016	Ed Cottrell • Houston, TX 84.8k 12 53 80 elected 2018	Flexo • 19.3k 21 144 229 elected 2013	George Stockler • Springfield, VA, United States 46.7k 28 155 217 elected 2012
Jon Clements • 88.2k 19 174 219 elected 2015	Josiber • Michigan 37.8k 11 64 100 elected 2015	Madara Uchiha • Israel 118k 42 206 281 elected 2015	Martin Pieters • Cambridge, UK 709k 136 2477 2288 elected 2015
meagar • 177k 29 272 289 elected 2015	Michael Myers • United States 168k 38 256 280 appointed 7/11/2010	Rob • Australia 23.8k 11 56 75 elected 2018	Robert Harvey • Lancaster, CA 148k 33 274 418 elected 2011
Ry- • Victoria, BC, Canada 168k 39 342 359 elected 2013	Samuel Liew • N3W, Australia 44.7k 32 115 151 elected 2015	TheLostMind • Vancouver, BC, Canada 31.7k 8 55 88 elected 2016	TheMaster • Germany 209k 61 465 588 elected 2012
Unso • 23k 20 89 113 elected 2016	Yvette Colomb • 26.8k 14 70 110 elected 2018		

Let's talk exclusive, real interest-based targeting



- ◉ Did you know, every question asked on Stack Overflow can have up to 5 topic tags and must have at least 1?

javascript php node.js

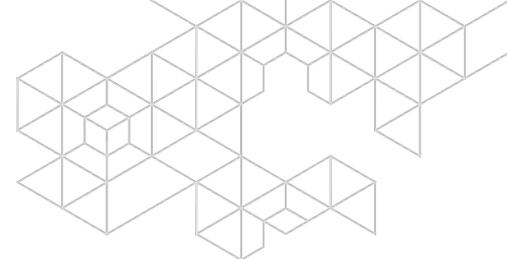
- ◉ 54,000+ topic tags at last count
- ◉ We target your advertisements based on these topic tags.
 - Gives advertising precise relevancy.
 - No algorithms. No black box techniques.
 - No “showed interest in something similar” guesses.
 - Only real, user-identified, interest-based targeting.



- ◉ We know this is a different way to target for you.
- ◉ We know you may not know where to start.
- ◉ We've developed topic tag groupings on common technologies to help get you started if you need it.

We don't sell this topic tag data, so the only way to reach developers with this level of relevancy is to advertise on Stack Overflow.

Here's everything we can do for you



Banners

- 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

Challenges Addressed:



Support conversion



Content distribution

Challenges Addressed:



Support conversion



Quality leads

Challenges Addressed:



Support conversion



Quality leads

Viewthrough conversions are **14x higher** than clickthrough conversions

Biggest seller for a reason: Banners

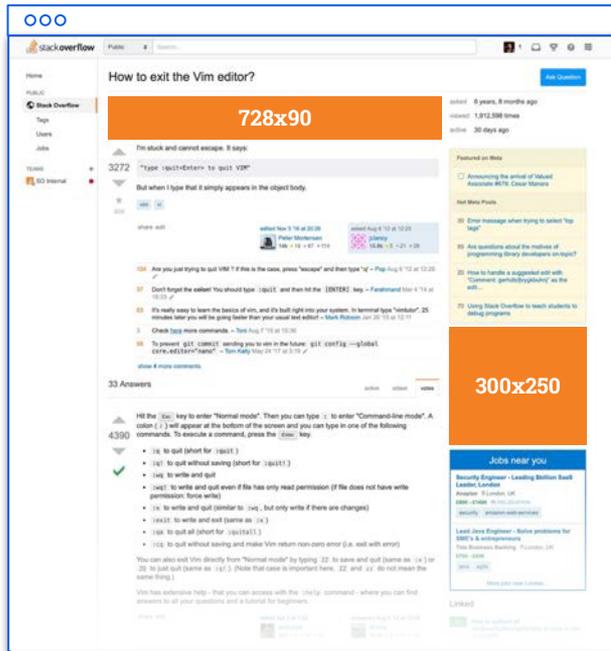
We reach millions of **professional and aspiring developers** each month

- 1 Market With Authenticity**
Integrate directly with developers' interests
- 2 Consistency Is King**
Use every opportunity to reinforce your message
- 3 Provide Immediate Value**
Developers' attention & time is precious, use it well



Banner specifications

- 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
- \$10,000 minimum spend per month
- Maximum 25% SOV on any topic tag
- We offer **programmatically direct deals** on a case-by-case basis



Banner options

Stack Overflow

Targeting:

Topic tag targeting included in CPM

Geo targeting available

Network

Placements:

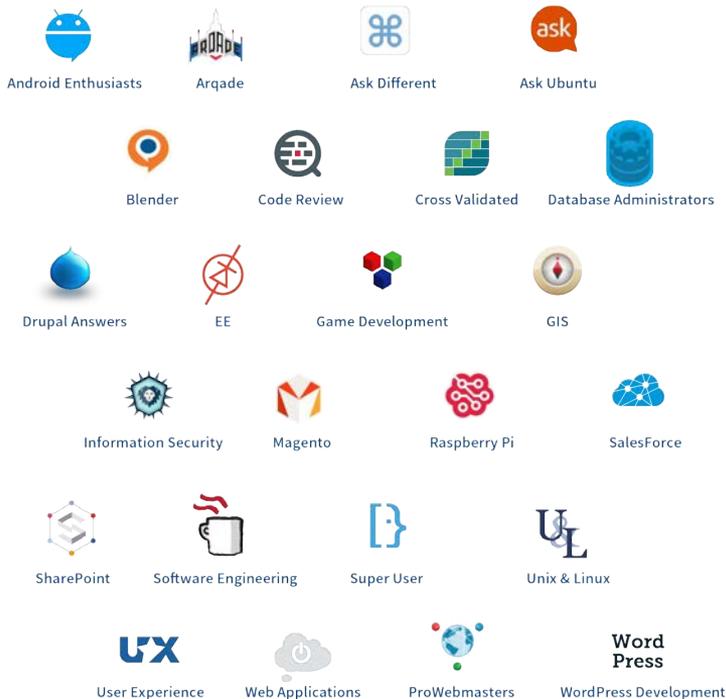
170+ sites for passionate enthusiasts

Tech Run of Network - 62 technology-focused sites

Targeting:

Geo targeting available

Our Network is a collection of Q&A sites for passionate enthusiasts of different topics



Tech Run of Network

62 sites

all built and visited by passionate professionals and enthusiasts who have a desire to learn and share knowledge.

With 2.5 million questions and 4 million answers, these sites are often on the first page of Google results, leading to **50+ Million Global** uniques a month.

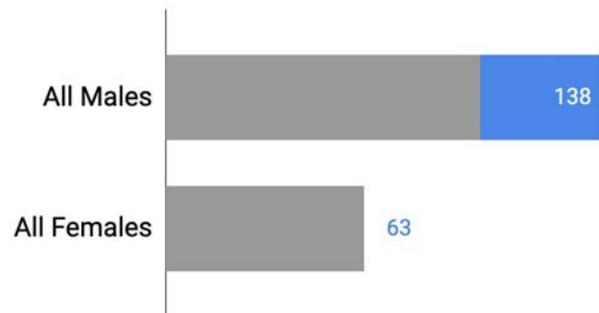
Limited amount of visitor overlap with Stack Overflow (<1%) means this can expand your reach to a unique technology-focused audience.



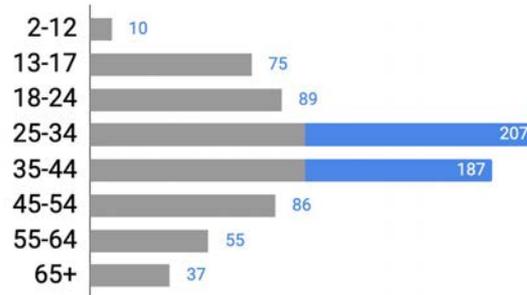
Tech Run of Network

Audience skews more male, higher income, and between 25-44 years old.

Gender



Age



HH Income



Direct-to-Developers compliments DevRel strategies

With over 17 million questions and growing, Stack Overflow has the depth to precisely map needs to your content.*

1. The moment developers come to Stack Overflow, you know they are facing a programming challenge.
2. Directing them, at that critical moment, to your technical content & documentation helps them find solutions and get back to building.
3. You've built trust by anticipating their needs and making them smarter.
4. And you've reduced your risk of churn by reducing developer frustration.

What:

- We scan all your technical content (websites, PDFs, videos, blogs).
- We map questions on Stack Overflow to specific pieces of your technical content and documentation.

Specs:

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



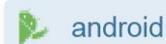
Evergreen awareness: Topic Tag Sponsorship



1. **Increase visibility** - *Expand your voice* - Each topic tag sponsorship gives you 50% share of voice (SOV) on that topic tag target, across all of Stack Overflow, maximizing your brand recognition and marketing message.
2. **Distinct** - *Attention without distraction* - A simple logo on a topic tag makes it pop out on all pages; drawing attention to the topic and your company.
3. **Naturally Native** - *Naturally part of the thread* - 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.

Specs:

- 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



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

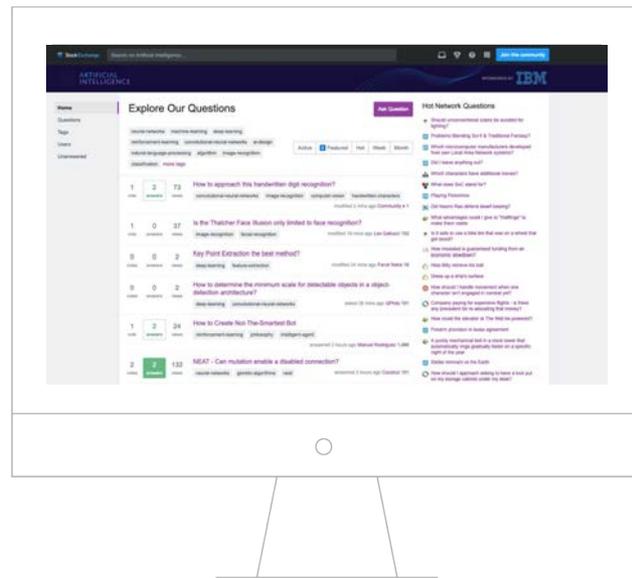
Show your support: Site Sponsorship



- 1. Support The Cause** - *Niche topics need love too* - The 170 Network sites are built by passionate people who 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.
- 2. Anchor Your Place** - *Nurture and mentor* - Be recognized as the brand that nurtures new discoveries and mentors a community of passionate people.
- 3. Increase visibility** - *Expand your voice* - Site sponsorships give you a 25% share of voice (SOV) on that site, maximizing your brand recognition and marketing message.

Specs:

- Sponsor almost any of the 170 Network sites
- Site Sponsorship is only visible 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

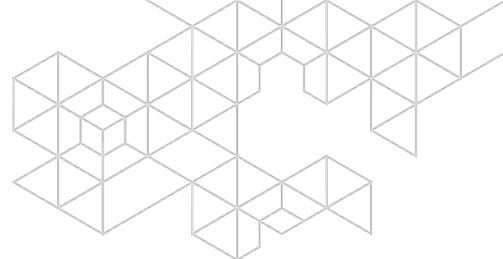


In Summary



- ◉ Stack Overflow is the largest online community made by developers, for developers. Tens of millions of professional and aspiring programmers visit us each month.
- ◉ Developers have more influence now than ever and we understand developers better than anyone else. We're in a unique position to help brands reach, attract, and engage this community.
- ◉ We LOVE helping companies figure out the smartest and most efficient ways to engage with the developer (devops, data scientist, and system admins too) community.

Creative Specs and Guidelines



Placement	Size	Desktop	Mobile
		Q&A page	Q&A page
Leaderboard	728x90	✓	X
Mid-page Leaderboard	728x90	✓	X
Box	300x250	(sidebar)	(in-line)
Topic Tag Sponsorship	Desktop page logo size - 100x100 Topic tag logo size - 18x16	Topic Tag page	X
Site Sponsorship	Custom header on home and Q&A pages	Site home page and Q&A pages	X

BANNERS 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 Customer Success manager 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.



Thank you

