

Tech is in our DNA.

Slashdot Media helps B2B Marketers and IT Professionals fill their sales & marketing funnels through a suite of innovative, data-driven products and services. Slashdot pioneered “Tech Social Media” and online community in 1997, while SourceForge has been innovating online Open Source Software creation, collaboration and distribution since 1999. As a technology-driven media company, Slashdot Media clients around the world fill their sales & marketing pipeline and drive revenue & awareness through the use of Slashdot’s innovative family of data-driven demand generation and digital advertising solutions.

Our Brands

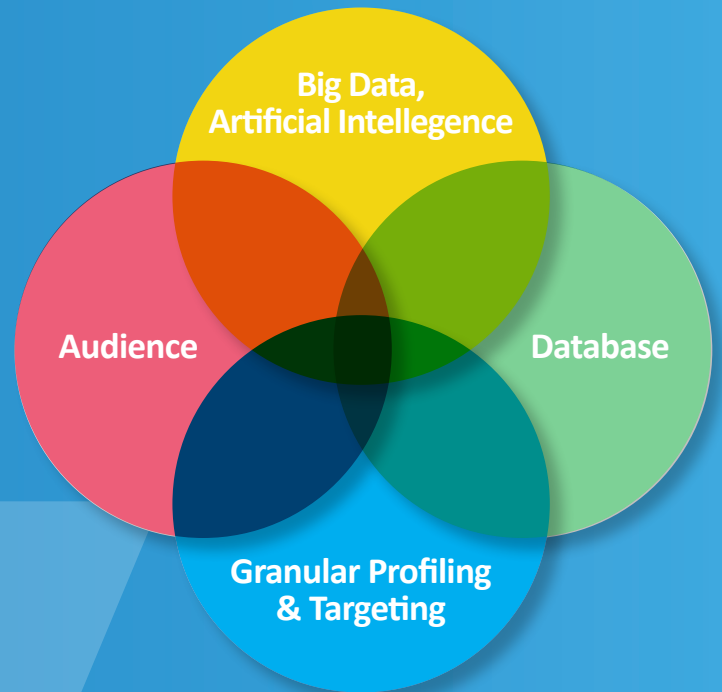


SourceForge is the largest, most trusted destination for Open Source Software development, collaboration, discovery and download on the web serving over 32 million viewers, 120 million downloads and over 460,000 active development projects each and every month.

Slashdot

Slashdot is the first and leading social media destination and preferred online community for over 3 million monthly technology professionals, IT decision makers and tech enthusiasts.

Pure Engagement.



Slashdot Media has been serving the IT community & business decision makers with the marketing solutions they need to make the right technology decisions for over 19 years. We connect B2B & technology companies with B2B & technology buyers.

**Pipeline & ROI driven by strong user engagement.
Over 35 million monthly site viewers &
100+ million B2B contacts.**

IT & business decision makers and developers come to Slashdot to find, share and discuss the latest technology trends and news of the day with their peers.

- Marketers benefit from advertising where the conversations are taking place.

IT & business decision makers and developers come to SourceForge as their trusted source for open source software.

- SourceForge is unique in that it gives marketers the opportunity to showcase their assets and products in an environment where enterprise IT professionals are searching for, evaluating and adopting software for their organizations.

Slashdot Media offers innovative lead gen campaigns, display advertising, native listings, email marketing and custom content – all designed to solve the everyday problems and challenges facing marketers and businesses today.

SOURCEFORGE

Trusted for Open Source.

IT professionals come to SourceForge to develop, collaborate, distribute and search for, evaluate and adopt software for their organizations. SourceForge is the largest, most trusted destination for Open Source Software discovery and development on the web.



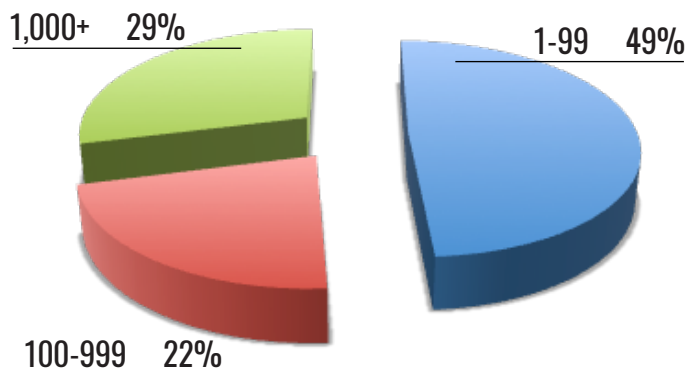
VISIT [HTTPS://SOURCEFORGE.NET](https://sourceforge.net) »

32.7 Million Monthly Unique Visitors
135.2 Million Page Views per Month
120+ Million Downloads per Month

Source: GA December '17

Company Size

(number of employees)



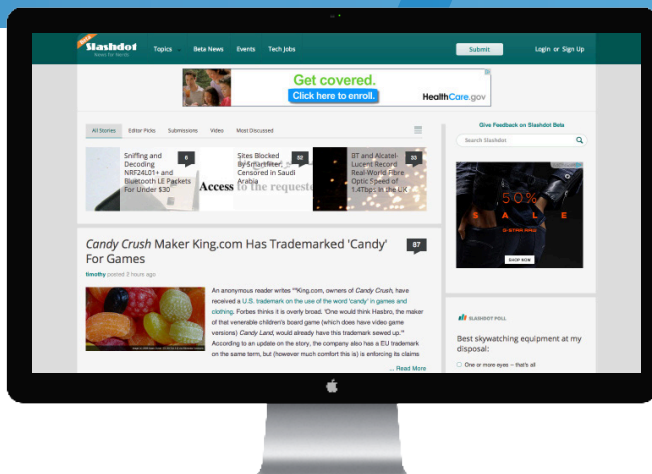
Job Title/Function

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

Slashdot

News for Nerds. Stuff that Matters.

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



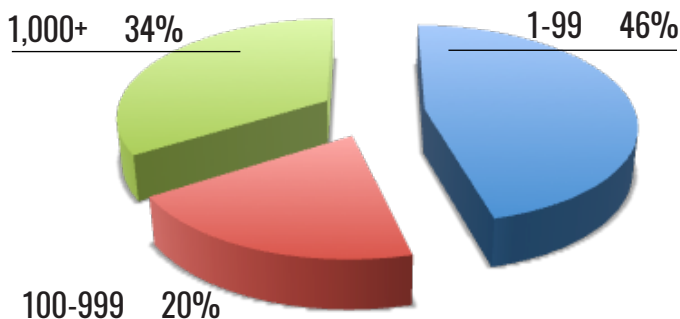
VISIT [HTTP://SLASHDOT.ORG](http://slashdot.org) »

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

Source: GA December '17

Company Size

(number of employees)



Job Title/Function

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

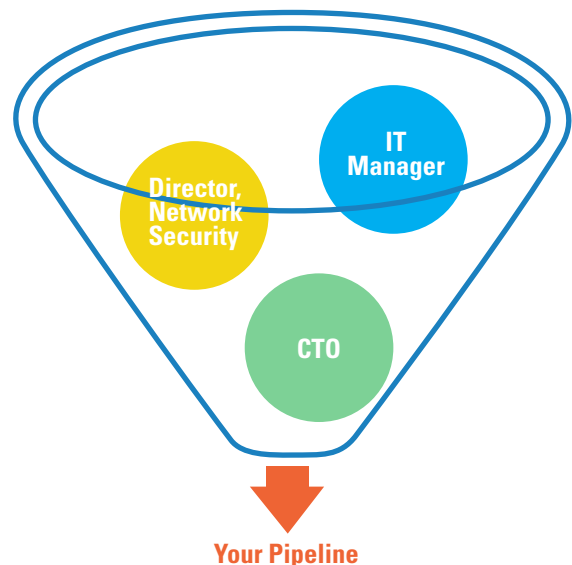
Demand Generation

Slashdot Media’s Demand Generation Services, fueled by our big-data analytics & intelligence platform, Passport, drives hyper-granular targeted leads into our client’s sales & marketing pipeline. The Slashdot Media Passport B2B database features more than 100M B2B contacts from virtually all industries, departments and job functions and millions of additional firmographic and technographic data points that enable us to deliver high-quality Account Based Marketing (ABM), Content Syndication, Market-Ready, High-Quality and BANT demand gen campaigns.

Demand Generation		Slashdot Media delivers qualified leads that convert to pipeline & revenue.
Lead Generation	SourceForge	Slashdot
Content Syndication		
Market Ready Leads		
High Quality Leads		
BANT		
Account Based Marketing (ABM)		

“We were thrilled with the levels of response and engagement we received after running a recent lead gen campaign with Slashdot Media. We needed to reach a specific audience made up of IT decision makers in North America and EMEA willing to answer specific questions... we offered our own assets plus a TechByte webinar series created by Slashdot to mix things up. My marketing team was thrilled with the overall results, API delivery and volume of quality leads.”

- Senior Marketing Manager, Bay Area CA Tech Company



Digital Display Advertising – Direct

Slashdot Media works with its clients to select the right display advertising products that help businesses increase brand awareness and direct engagement by serving highly relevant ads targeted to an identified global audience. Advertisers can become part of the conversation and gain exposure to one of the world’s largest online tech audiences.

Digital Display		Slashdot Media delivers a valuable audience with minimal ads per page, so your highly targeted digital display advertising works smarter.	
Leaderboard (728x90)		SourceForge	Slashdot
IMU (300x250)		SourceForge	Slashdot
Half Page Ad (300x600)		SourceForge	Slashdot
Immersion		SourceForge	
Billboard (970x250)		SourceForge (Download Page Only)	Slashdot
Sky Scraper (160x600)		SourceForge (Homepage Only)	
Hub Icon (200x90)		SourceForge	Slashdot

Digital Display Advertising – Programmatic

Slashdot Media offers a wide range of our display inventory programmatically, whether it’s Guaranteed, Preferred, Private Auction, or Real-Time Bidding.

Programmatic		Slashdot Media’s programmatic technology gives advertisers the means to rapidly connect with Slashdot’s audience.	
Programmatic Guaranteed		SourceForge	Slashdot
Preferred Deals		SourceForge	Slashdot
Private Auctions		SourceForge	Slashdot
Header Bidding		SourceForge	Slashdot
Real-Time Bidding		SourceForge	Slashdot

Digital Display Advertising – Mobile

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

Mobile Display

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

Phone: IMU (300x250)	Slashdot
Phone: Leader (320x50)	Slashdot
Phone: Sticky Footer Banner (320x50)	Slashdot
Tablet: IMU (300x250)	Slashdot
Tablet: Leader (728x90)	Slashdot

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

- Google, Our Mobile Planet

Native Advertising

Slashdot Media’s proprietary native advertisement listings, or “NELs”, are tailor-made for companies offering Software Downloads, Free Trials, Special Offers, Events or any other call to action message. NELs are featured where the action is - on SourceForge which serves over 120M software downloads each and every month. Native Headline Listing is on the top of Slashdot’s home page where engagement is at a premium.

Native Advertising

Large native ad listings priced on a PPC basis. Showcase your product in an environment where enterprise IT professionals are searching for, evaluating, and adopting software for their organization.

Native Enhanced Listing	SourceForge	Slashdot
Native Headline Listing		Slashdot

Custom Content

Slashdot Media works with its clients to select the right assets that will resonate with its audience and the client message. We drive demand generation campaign engagement using client assets and assets our team of IT professionals and subject matter experts create in-house.

Slashdot Media has a diverse staff of experienced B2B tech media professionals who work alongside some of the best strategic content experts in the market. This combination of talent enables Slashdot Media to bring its clients a wealth of knowledge on marketing trends, insights and ultimately, custom content designed to deliver a proven return on investment.

Custom Content

Slashdot Media's strategic content experts work with your team to develop custom content designed to make sure your marketing initiatives and messaging are aligned - and drive profitable results.

Battlecards - Tech Cheat Sheets	SourceForge	Slashdot
SmartView - Tech Cheat Sheets	SourceForge	Slashdot
IntelliGuide - Tech Cheat Sheets	SourceForge	Slashdot
TechList - Tech Cheat Sheets	SourceForge	Slashdot
IT Manager's Journal (whitepaper)	SourceForge	Slashdot
SlashGuide (whitepaper)	SourceForge	Slashdot
TechBytes - 3 part, on-demand webinars	SourceForge	Slashdot
TechCasts - 3 part, on-demand podcasts	SourceForge	Slashdot
"Bottom Line" (video to whitepaper and vice versa)	SourceForge	Slashdot
Research Studies and Polls	SourceForge	Slashdot
Social Amplification	SourceForge	Slashdot

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

- Marketing Manager, Fortune 100 Enterprise Company

Newsletters & Dedicated Email Marketing

Clients can advertise in Slashdot Media's popular Email Newsletters or run Dedicated Email Marketing Campaigns to an organic, targeted audience.

Newsletters & Email

Keep your audience informed about your products and services.

Slashdot Daily Newsletter	Slashdot
SourceForge Sitewide Newsletter	SourceForge
Dedicated Direct Email Marketing	SourceForge

Polls, Surveys and Social

Amplify your message through Slashdot Media's popular social media channels including Facebook and Twitter. Slashdot Media also offers Polls and Surveys to the engaged Slashdot.org tech audience which can then be translated into Custom Content and further amplified via Slashdot Media social channels.

Polls, Surveys and Social

Connect with one of the most robust, engaged business and tech audiences in the world.

Polls	Slashdot
Surveys	Slashdot
Social Media Amplification	SourceForge, Slashdot

Slashdot Media Social Amplification Channels

Slashdot Media Social Amplification Channels		
Twitter		
SourceForge	twitter.com/sourceforge	51,000 Followers
Slashdot	twitter.com/slashdot	200,000 Followers
Facebook		
SourceForge	facebook.com/sourceforgenet	85,000 Likes
Slashdot	facebook.com/slashdot	130,000 Likes
Affiliated Sites		
Twitter	Phonedog.com; AndroidAndMe.com; TMONews.com	578,000 Followers
Facebook	Phonedog.com; AndroidAndMe.com; TMONews.com	726,000 Likes

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