

Align your message around high quality, TRUSTED content, by the community for the community.

No other online software development community invests as much in original content for software leaders driving innovation in their teams. Our technical, practitioner-editors hand select and edit every news item, article, presentation, and interview topic that we publish.

Our online ad programs create awareness, educate your audience and generate qualified leads using a targeted contextually driven advertising engine.

InfoQ Programs and Materials Specifications

Note: We can customize and tailor the following programs to your marketing objectives

Content-Driven Lead Generation	
Content Syndication (Related Vendor Content)	<ul style="list-style-type: none"> For White Papers, podcasts, webinars, etc. Host your assets on InfoQ or direct people to your own custom landing pages
Related Vendor Content Plus	<ul style="list-style-type: none"> Use 2 assets Duration: 3 months Email Promotions monthly Newsletter Ads (within content) monthly
eKit or Guide	<ul style="list-style-type: none"> An 'all-in-one' downloadable resource with multiple vendor assets
Sponsored eBooks (InfoQ content)	<ul style="list-style-type: none"> Sponsor InfoQ eBooks with content closely related to your products/solutions
Sponsored eMags (InfoQ content)	<ul style="list-style-type: none"> Sponsor an InfoQ article series in a downloadable format
Thought Leadership and Community Development	
Topic Sponsorship	<ul style="list-style-type: none"> Sponsor a topic that relates to your product/service and receive exclusive branding within this content Includes a lead generation portion Includes exclusive VCR sponsorship with one fixed asset Special Report (Featured Topic Newsletter): Sent to 234,000 subscribers Additional online ad units
Special Report	<ul style="list-style-type: none"> Featured Topic Newsletter Sent to 234,000 subscribers
Content Sponsorship	<ul style="list-style-type: none"> Sponsor one specific content item, such as a video interview or a presentation that pertains to your company/ technology Includes 5 fixed links in VCR pointing to your site Your logo and a short sentence describing your company/offer
Partner Portal	<ul style="list-style-type: none"> A custom website that we build and host for you Acts as a resource center that syndicates educational content that

	<p>supports your campaign messages.</p> <ul style="list-style-type: none"> Includes your content links as well as content from InfoQ or other sources that supports your message
Podcasts	<ul style="list-style-type: none"> Position your message in front of technology executives, architects, technical team leads, and senior software engineers Exclusive sponsorship of four consecutive podcasts (one/week over four weeks) Includes Run-of-Site VCR placement (2 months) 4 inline Newsletter Ads Program Duration: 3 months
Branding and Reach	
Banners	<ul style="list-style-type: none"> 300X250 (two placements on every page) ROS rotation
Newsletter ad	<ul style="list-style-type: none"> Our HTML newsletter is published weekly and is distributed to 234,000 subscribers/issue. Ads run within content, seven ads per issue.
Dedicated Email Blast	<ul style="list-style-type: none"> You can rent our list of subscribers who opt-in to hear more about vendor solutions. 160,000 worldwide names Can be geo-targeted