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 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.
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.

View this online at: [http://www.slashdotmedia.com](http://www.slashdotmedia.com)
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.

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)

1,000+ 29%
1-99 49%
100-999 22%

Job Title/Function

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Job Title/Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.85 million</td>
<td>IT Professionals</td>
</tr>
<tr>
<td>2.09 million</td>
<td>Senior IT</td>
</tr>
<tr>
<td>4.59 million</td>
<td>IT Management</td>
</tr>
<tr>
<td>3.34 million</td>
<td>Executives</td>
</tr>
<tr>
<td>5.85 million</td>
<td>Business Decision Makers</td>
</tr>
<tr>
<td>13.37 million</td>
<td>Developers</td>
</tr>
</tbody>
</table>

View this online at: http://slashdotmedia.com/about-slashdot-media/sourceforge-net/
About Slashdot Media

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.”

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)

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000+</td>
<td>34%</td>
</tr>
<tr>
<td>100-999</td>
<td>20%</td>
</tr>
<tr>
<td>1-99</td>
<td>46%</td>
</tr>
</tbody>
</table>

Job Title/Function

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>924,000</td>
<td>IT Professionals</td>
</tr>
<tr>
<td>252,000</td>
<td>Senior IT</td>
</tr>
<tr>
<td>588,000</td>
<td>IT Management</td>
</tr>
<tr>
<td>336,000</td>
<td>Executives</td>
</tr>
<tr>
<td>504,000</td>
<td>Business Decision Makers</td>
</tr>
<tr>
<td>840,000</td>
<td>Developers</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Demand Generation</th>
<th>Slashdot Media delivers qualified leads that convert to pipeline &amp; revenue.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Generation</td>
<td>SourceForge</td>
</tr>
<tr>
<td>Content Syndication</td>
<td></td>
</tr>
<tr>
<td>Market Ready Leads</td>
<td></td>
</tr>
<tr>
<td>High Quality Leads</td>
<td></td>
</tr>
<tr>
<td>BANT</td>
<td></td>
</tr>
<tr>
<td>Account Based Marketing (ABM)</td>
<td></td>
</tr>
</tbody>
</table>

“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

View this online at:  http://slashdotmedia.com/advertising-and-marketing-services/demand-generation/
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.

<table>
<thead>
<tr>
<th>Digital Display</th>
<th>SourceForge</th>
<th>Slashdot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728×90)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IMU (300×250)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Ad (300×600)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immersion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard (970x250)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Scraper (160×600)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hub Icon (200×90)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Programmatic</th>
<th>SourceForge</th>
<th>Slashdot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmatic Guaranteed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred Deals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Auctions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Bidding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real-Time Bidding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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!

<table>
<thead>
<tr>
<th>Mobile Display</th>
<th>Slashdot Media’s mobile ads give technology marketers the ability to engage with Slashdot’s audience on the go.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone: IMU (300x250)</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Phone: Leader (320x50)</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Phone: Sticky Footer Banner (320x50)</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Tablet: IMU (300x250)</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Tablet: Leader (728x90)</td>
<td>Slashdot</td>
</tr>
</tbody>
</table>

“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.

<table>
<thead>
<tr>
<th>Native Advertising</th>
<th>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.</th>
</tr>
</thead>
</table>
| 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 processonals 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.

<table>
<thead>
<tr>
<th>Custom Content</th>
<th>SourceForge</th>
<th>Slashdot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battlecards - Tech Cheat Sheets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SmartView - Tech Cheat Sheets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IntelliGuide - Tech Cheat Sheets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TechList - Tech Cheat Sheets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT Manager’s Journal (whitepaper)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SlashGuide (whitepaper)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TechBytes - 3 part, on-demand webinars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TechCasts - 3 part, on-demand podcasts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Bottom Line” (video to whitepaper and vice versa)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Studies and Polls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Amplification</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“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

View this online at: http://slashdotmedia.com/advertising-and-marketing-services/marketing-services/
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.

<table>
<thead>
<tr>
<th>Newsletters &amp; Email</th>
<th>Keep your audience informed about your products and services.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slashdot Daily Newsletter</td>
<td>Slashdot</td>
</tr>
<tr>
<td>SourceForge Sitewide Newsletter</td>
<td>SourceForge</td>
</tr>
<tr>
<td>Dedicated Direct Email Marketing</td>
<td>SourceForge</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Polls, Surveys and Social</th>
<th>Connect with one of the most robust, engaged business and tech audiences in the world.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polls</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Surveys</td>
<td>Slashdot</td>
</tr>
<tr>
<td>Social Media Amplification</td>
<td>SourceForge</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Slashdot Media Social Amplification Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
</tr>
<tr>
<td>SourceForge twitter.com/sourceforge</td>
</tr>
<tr>
<td>51,000 Followers</td>
</tr>
<tr>
<td>Slashdot twitter.com slashdot</td>
</tr>
<tr>
<td>200,000 Followers</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
</tr>
<tr>
<td>SourceForge facebook.com/sourceforgenet</td>
</tr>
<tr>
<td>85,000 Likes</td>
</tr>
<tr>
<td>Slashdot facebook.com slashdot</td>
</tr>
<tr>
<td>130,000 Likes</td>
</tr>
<tr>
<td><strong>Affiliated Sites</strong></td>
</tr>
<tr>
<td>Twitter Phonedog.com; AndroidAndMe.com; TMONews.com</td>
</tr>
<tr>
<td>578,000 Followers</td>
</tr>
<tr>
<td>Facebook Phonedog.com; AndroidAndMe.com; TMONews.com</td>
</tr>
<tr>
<td>726,000 Likes</td>
</tr>
</tbody>
</table>

View this online at:  http://slashdotmedia.com/advertising-and-marketing-services/display-advertising/
Slashdot Media

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https://twitter.com/slashdotmedia
https://www.linkedin.com/company/Slashdot-Media