

Online Specifications



General Specs

Maximum of 5 individual ad creatives in rotation at one time.

- Unless otherwise approved

Client delivered ads can be updated once per week.

Creatives developed by Slashdot Media can be updated once per two weeks.

Generally accepted file types:

- GIF/Animated GIF, JPG/PNG/SVG/Javascript/HTML

Acceptability Guidelines

Creatives must comply with requirements of federal and state laws.

Creatives cannot:

- be fraudulent, deceptive or misleading
- be indecent, vulgar or suggestive

Submission Deadlines

Ads that do not require Slashdot Media Creative Development:

Standard Image (GIF/JPG):

- 1 Business Day

Rich Media:

- 3 Business Days

Third Party Standard Image:

- 3 Business Days

Third Party Rich Media:

- 3 Business Days

Ad that requires Slashdot Media Creative Development:

Design:

5 to 7 Business Days

Development & Testing:

Approx. 5 Business Days



Dimensions:

728x90

File Size (per ad):

50k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

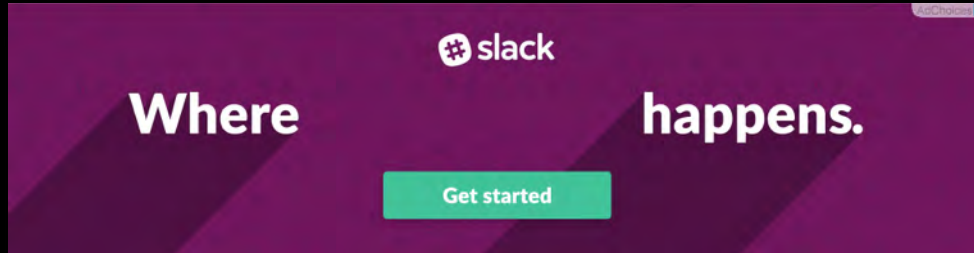
Tracking/Serving Accepted

Animation:

Accepted

<:30 sec

Ads may loop 2x



Dimensions:

970x250

File Size (per ad):

200k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

Tracking/Serving Accepted

Animation:

Accepted

< :30 sec

Ads may loop 2x

IMU – Medium Rectangle

Pure Technology. Pure Engagement.

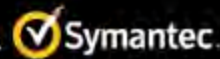
Symantec

The unmatched provider
of website security.

Your business depends on it.

Watch the video ▶

Confidence in a connected world.



Dimensions:

IMU: 300x250

File Size (per ad):

50k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/ Javascript/HTML

Third Party:

Tracking/Serving Accepted

Animation:

Accepted

< :30 sec

Ads may loop 2x



Dimensions:

300x600

File Size (per ad):

50k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

Tracking/Serving Accepted

Animation:

Accepted

< :30 sec

Ads may loop 2x



Dimensions:

700x500

File Size (per ad):

GIF/JPG - 100k

SVG/Javascript/HTML5 - 300k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

Tracking/Serving Accepted

Animation:

Accepted

< :30 sec



Dimensions:

200x90

File Size (per ad):

30k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

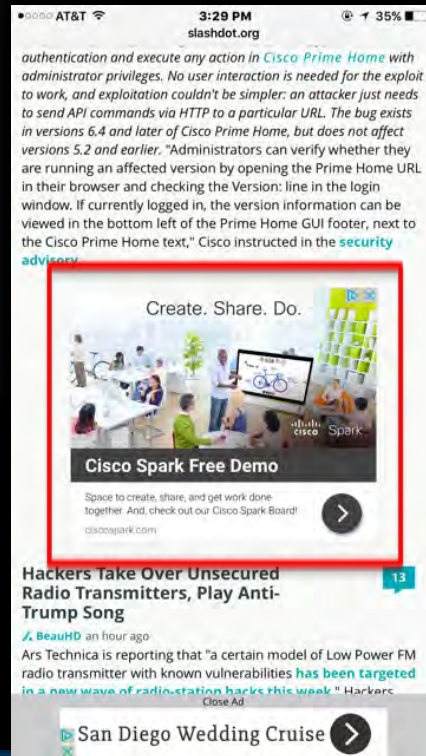
Tracking/Serving Accepted

Animation:

Accepted

< :30 sec

Ads may loop 2x



Dimensions:

IMU: 300x250

Mobile Leaderboard: 320x50*

*Sticky unit available

File Size (per ad):

50k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

Tracking / Serving Accepted

Animation:

Accepted

:30 sec max

Tablet

Pure Technology. Pure Engagement.

Dimensions:

IMU: 300x250

Leaderboard: 728x90

File Size (per ad):

50k

Accepted File Types:

GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:

Tracking / Serving Accepted

Animation:

Accepted

:30 sec max

Native Enhanced Listing

Pure Technology. Pure Engagement.

The screenshot shows the SourceForge website interface. At the top, there's a navigation bar with 'SOURCEFORGE' logo and links for 'Browse', 'Blog', 'Deals', 'Help', 'Create', 'Join', and 'Login'. Below this is a search bar and a list of categories like 'Cloud Storage', 'Business VoIP', and 'Internet Speed Test'. The main content area is titled 'Browse' and features a search bar. On the left, there's a sidebar with 'OS' (Mac, Linux, Windows) and 'Category' (Software Development, Internet, etc.). The main content area displays 'Top Apps' sorted by 'Most Popular'. Two listings are highlighted with red boxes: 'Compare Cell Phone Plans at Wirefly' and 'Searching for Affordable Business Phone Service?'. Below these are listings for 'Apache OpenOffice' with a star rating, review count, download count, and last update date.

Dimensions:

48x48 Logo – 10kb max

120x120 Application Image – 50kb max

Text copy required*

Accepted Files:

JPG/PNG/GIF

Third Party Tracking:

Impression and Click trackers accepted

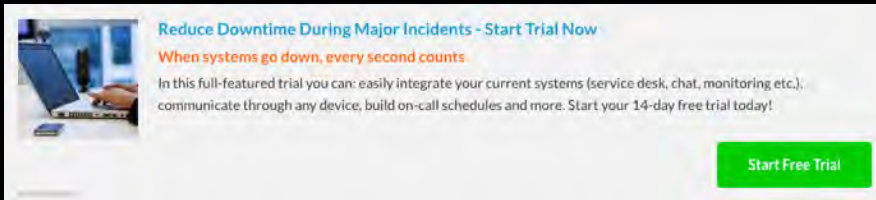
Submission Deadline:

2 Business days

*Request text copy requirements from Slashdot Media. Varies by filter (standard, lite, heavy).

Native Enhanced Listing

Pure Technology. Pure Engagement.



Reduce Downtime During Major Incidents - Start Trial Now
When systems go down, every second counts
In this full-featured trial you can: easily integrate your current systems (service desk, chat, monitoring etc.), communicate through any device, build on-call schedules and more. Start your 14-day free trial today!

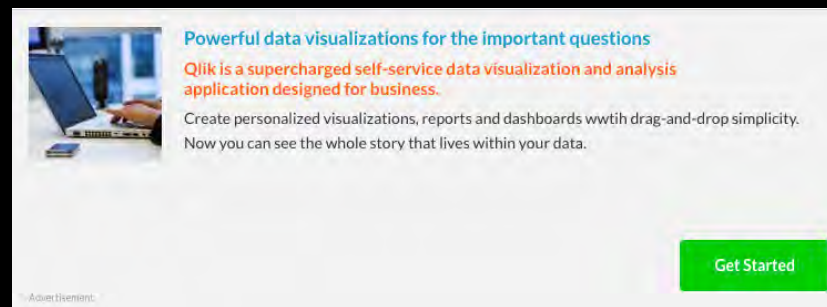
[Start Free Trial](#)



Reduce Downtime During Major Incidents - Start Trial Now
When systems go down, every second counts
In this full-featured trial you can easily integrate your current sysetems (service desk, chat, monitoring etc.), communicate through any device, build on-call schedules and more. Start your 14-day free trial today!

Are you an IT Pro at a company with 500+ employees?

[Yes, Start Free Trial](#)



Powerful data visualizations for the important questions
Qlik is a supercharged self-service data visualization and analysis application designed for business.
Create personalized visualizations, reports and dashboards wwth drag-and-drop simplicity. Now you can see the whole story that lives within your data.

[Get Started](#)



Powerful data visualizations for the important questions
Qlik is a supercharged self-service data visualization and analysis application designed for business.

1/2

How many employees does your company have?

1-50
 50-100
 100-500+



Powerful data visualizations for the important questions
Qlik is a supercharged self-service data visualization and analysis application designed for business.

2/2

One last question before you visit our site:
Do you make your firm's software purchase decisions?

Yes, I do
 No, I do not

Native Headline Listing

Pure Technology. Pure Engagement.

The screenshot shows the Slashdot homepage with a navigation bar at the top. Below the navigation bar, there is a banner for LastPass and VOIPReview. A red box highlights a native advertisement for Wirefly, which reads: "Compare Cell Phone Plans at Wirefly. You're probably paying too much for cell phone service. Enter what you need into Wirefly's innovative plan comparison tools and see your savings instantly. Try it now!". Below the advertisement, there is a headline for an article: "A Quarter of Americans Spend All Day Inside, Survey Finds" from the Washington Times. The article text discusses a survey about indoor air quality and time spent indoors.

Text Only Ad

Placement:

Slashdot Homepage and Story Pages

Dimensions:

Title + Teaser: 90 characters max, combined
Description: 100 characters max
CTA: 30 characters max

Third Party:

Impression and Click trackers accepted

Submission Deadline:

2 Business Days

The screenshot shows a SourceForge update page for Issue #20 - December 20, 2017. The page features a header with the SourceForge logo and navigation links. Below the header, there is a message about viewing the page in a browser. The main content area includes a 'Sponsor' section with a red box highlighting a sponsored article titled 'Monitoring of Microsoft Azure Service Bus made easy'. This article includes a logo for '2018' and a summary of the service. Below this is an 'Editor's Review for December: MinGW' section, followed by a 'Related Projects' section listing 'MinGW-w64', 'PDFCreator', and 'Code Blocks'. A 'Featured SourceForge Deals' section follows, with a red box highlighting a sponsored report titled 'Report: The digital shift in content automation'. This report includes a logo for 'X' and a summary of the report's content.

Placements:

Two Ad Slots: Top or Middle

Dimensions:

Title: 1 line, 50 characters max

Description: 3-5 lines, 75 characters max

CTA: 1 line, 75 characters max per line

80x80 Company/Product Logo

Third Party:

Click Tracking/Serving Only Accepted

Submission Deadline:

2 Business Days

Slashdot DAILY NEWS

Want to receive this in text? [Change your preferences here](#)

[View in browser](#)

Welcome to the Slashdot Daily Newsletter! Here you will receive the hottest stories, site news, sponsored content and more. Being a loyal subscriber, you are eligible to receive exclusive offers such as the latest in tech industry resources and daily deals. We hope you enjoy this newsletter!

"We must make the best of those ills which cannot be avoided." - Clarence Day

[The Perfect Getaway for Your Ears, With or Without the Wires](#)

The WaveSound 3 headphones strike an elegant chord of premium sound quality, active noise cancellation, and comfort. Whether you fly a lot, work in a noisy office, or just enjoy a precious silence, these headphones will give you a listening experience free from distractions. Combining a state-of-the-art CSR chipset with multiple microphones, the WaveSound 3's block out as much as 20dB of unwanted ambient noise, independent of ANC function, making it an especially great option for air travel. [Learn more.](#)

[Facebook Users Cry 'Censorship' After Being Told Which Russian Troll Pages They Liked](#)

[Drug Firms Shipped 20.8 Million Pain Pills To West Virginia Town of 2,900](#)

[California Senate Defies FCC, Approves Net Neutrality Law](#)

[Naked Mole Rats Defy Mortality Mathematics](#)

[False Hawaii Missile Alert Sent After Drill Recording Said 'This Is Not A Drill'](#)

[Americans Are Saving Energy Because Fewer People Go Outside](#)

[AI May Have Finally Decoded the Mysterious 'Voynich Manuscript'](#)

[MPEG Founder Says the MPEG Business Model Is Broken](#)

[Ethereum Startup Vanishes After Seemingly Making \\$11. Leaves Message: 'Penis'](#)

[Lawyers Faced With Emojis and Emoticons Are All \ \(" / \) /](#)

[Has Your Business Switched to VoIP Yet?](#)

What is VoIP, and why are businesses making the switch? VoIP is an alternative way of making calls over the Internet. It has a lower cost than traditional phone services while offering advanced functionalities. Discover why VoIP is being heavily adopted by most businesses plus get all the answers to your VoIP questions in this white paper. Ready to learn more? [Compare top VoIP providers now!](#)

Text Only Ads

Placements:

Two Ad Slots: Top or Middle

Dimensions:

Title: 1 line, 60 characters max

Description: 3-5 lines, 60 characters max per line

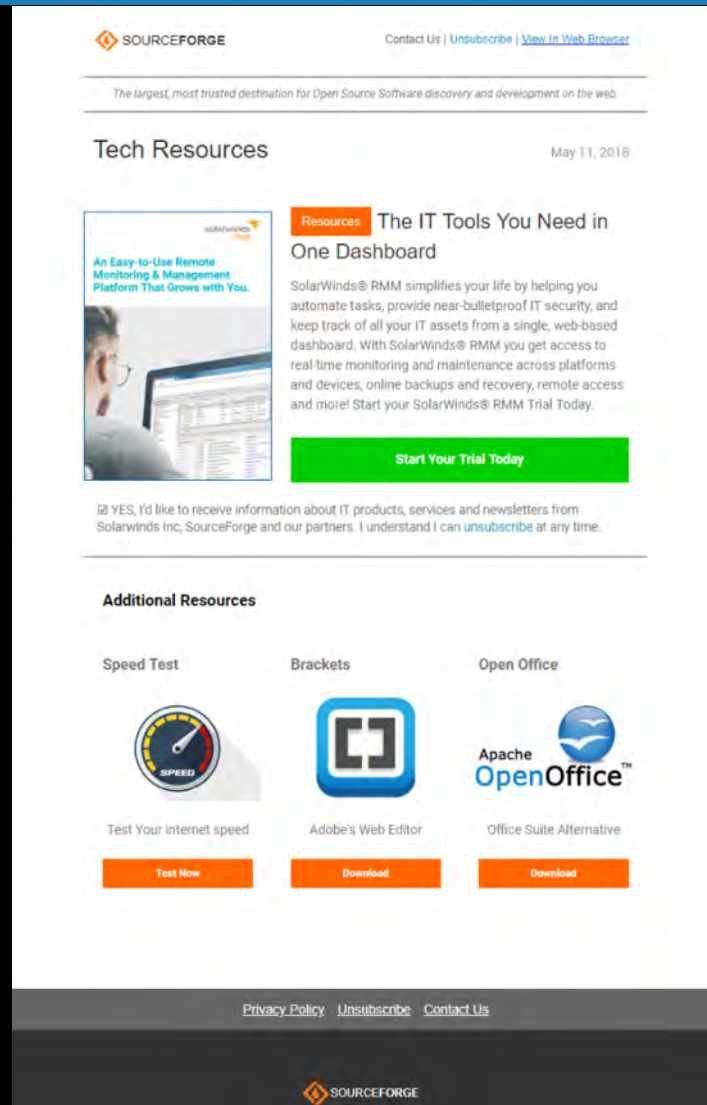
CTA: 1 line, 60 characters max

Third Party:

Click Tracking/Serving Only Accepted

Submission Deadline:

2 Business Days



Placement:

Email blast

Dimensions:

Title: 50 characters max

Description: 350-400 characters max

CTA: 20-30 characters max

420x600 Image

Third Party:

Click Tracking/Serving Only Accepted

Submission Deadline:

2 Business Days

To View This Complimentary Information, Fill Out This Form


First Name	Last Name	* Business Email
* Address		Extension
* City	* Job Title	* Company Name
* Postal Code	* - select a country -	* - select a company size -
* Industry		

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by email by telephone by postal mail

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Download Whitepaper

 Forrester Report: The Eight Business And Security Benefits Of Zero Trust

In response to increasingly complex cyberattacks, security pros devote resources to granular aspects of their networks. This is understandable and necessary to a degree, but it's also a great way to lose sight of your ultimate goal: protecting customers and empowering the business. Zero Trust networks accomplish the dual tasks of deep, continuous data inspection across the network and lean operation and oversight — tasks that seem mutually exclusive in traditional networks. This report highlights the eight most significant ways Zero Trust boosts security and your business. This is an update of a previously published report; Forrester reviews and updates it periodically for continued relevance and accuracy.

[View IBM's privacy policy here](#)

About SourceForge

SourceForge is one of the world's largest software and technology communities dedicated to featuring the latest and greatest open source projects and commercial software offerings. Serving over 100,000,000 software downloads each month, SourceForge thrives on community collaboration and helping enterprise, small-medium sized businesses and software developers reach technology and software enthusiasts, users and buyers 24/7 in over 100 countries around the globe.

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- Content Syndication, Market Ready, Sales Ready, HQL, BANT, Intent Base, Account Based Marketing (ABM) Leads
- TechBytes, ITMJ, SlashGuides, Battlecard (1-Pack), Battlecards (3-pack), Bottom Line (Video), Bottom Line (white Paper) Custom Content

Accepted Files

- Leads – PDF/MP4/MOV/MPG
- Custom Content – MP4/PDF

Submission Deadline:

2 Business Days

*Additional assets required; please reach out to Slashdot Media for more information.

Third Party Tracking

- Slashdot Media's default ad server is DoubleClick
- Lead forms are hosted by a 3rd party partner
- All 3rd Party ad tags need to include a cache-busting time stamp
- All 3rd Party ad tags should include a way for Slashdot Media to pass a click tracking URL to the 3rd Party ad server
- Method should be documented when tags are submitted
- Slashdot Media needs to be informed at least one business day before any new ads are rotated into an existing ad campaign on a 3rd Party ad server
- Any new ads need to be submitted to Slashdot Media for review prior to implementation
- If any issues arise with the 3rd Party ad tags, they must be resolved in a timely manner or risk suspension until the 3rd Party tags are working properly
- "4th Party" serving is not supported
- If using an unsupported 3rd Party vendor, an additional 5 business days are required for set-up and testing

Supported Vendors

- AdForm
- AdShuffle
- Atlas
- Bluestreak
- DoubleClick
- MediaMind
- EyeWonder
- MediaPlex
- PointRoll
- Unicast

**If you do not see a vendor listed here or have a question about supported vendors or technologies, Please reach out to Slashdot Media to investigate the possibility of support.