

DZone Refcards

Expose your product, subject matter experts, and expertise to thousands of DZone.com members around the globe.

Refcards put your offering in the spotlight during the evaluation and post-purchase stages of the funnel by providing developers with a deep dive into specific user issues or product capabilities. Refcards also promote product commitment by empowering a fuller use of your product.

WHY DZONE?

- The broadest and deepest portfolio of user-generated expert technical content in the industry.
- Attracts 29 million unique users per year
- Unique traffic has grown 41% year-over-year.

WHY SPONSOR A REFCARD?

- Sponsor exclusivity.
- Deep tutorial on specific user issues or product capabilities to increase product adoption.
- Content selection may indicate intent.

SPONSORSHIP INCLUDES

- List of high-intent leads who download the Refcard.
- Six-month exclusive branding on Refcard and landing page.
- Licensed asset for use in other marketing venues for 6 months.

METRICS

- 500 leads
- Comparisons against DZone benchmarks.

SAMPLE TOPICS

- REST API security
- Agile patterns
- Devops analytics
- Java containerization
- Data warehousing
- Javascript
- Java API best practices
- Blockchain security

Call to Learn More
(919) 678-0300