

Refcard Sponsorship

Company Logo

Aspect Ratio: 3:1 (landscape)

File types:ai, .svg, .eps, .jpg (at least
..... 150dpi), .png (at least
150dpi)

Transparent Background

No Taglines

Native Text Ads

This is the text that appears above and below the Refcard text on each Refcard's detail page.

Example: "The *Java Performance Optimization Refcard* is brought to you in partnership with AppDynamics. Discover how AppDynamics steps in to upgrade your performance game and prevent your enterprise from these top 10 Java performance problems."

Note: must have URL with tracking link

Full-Page & Box Ads

Full-Page Ad:

Dimensions: 8.5"w x 11"h with .25" bleed (final dimensions should be 9"w x 11.5")

Box Ad:

Dimensions: 3.5"w x 2.75"h

Resolution: 300dpi

File Size: Under 1MB

Click-through URL with tracking

On-Site Display Ads

This is the banner ad that appears to the right of the Refcard content on the detail page.

File Typesgif, .jpg, .jpeg, .png

File Size: Max 150KB

Other Requirements/Limitations:

- DZone does not support Flash ads
- Animated ads: 30-second max runtime
- Size: 300x600

Materials Deadline

3 Weeks prior to scheduled launch

EXAMPLE ADS:

The image shows three examples of AppDynamics ads. On the left is a 'BOX AD' with a dark background and white text: 'Gartner Research: 5 Important Critical Capabilities for APM' and 'Start your Free Trial'. In the center is a 'DISPLAY AD' with a dark background and white text: 'See Faster with Unified Monitoring' and 'Identify issues quickly with end-to-end view of real-time application performance'. On the right is a 'FULL-PAGE AD' with a white background and blue text: 'There's nothing about Java that AppDynamics doesn't see.' and 'APPDYNAMICS'.