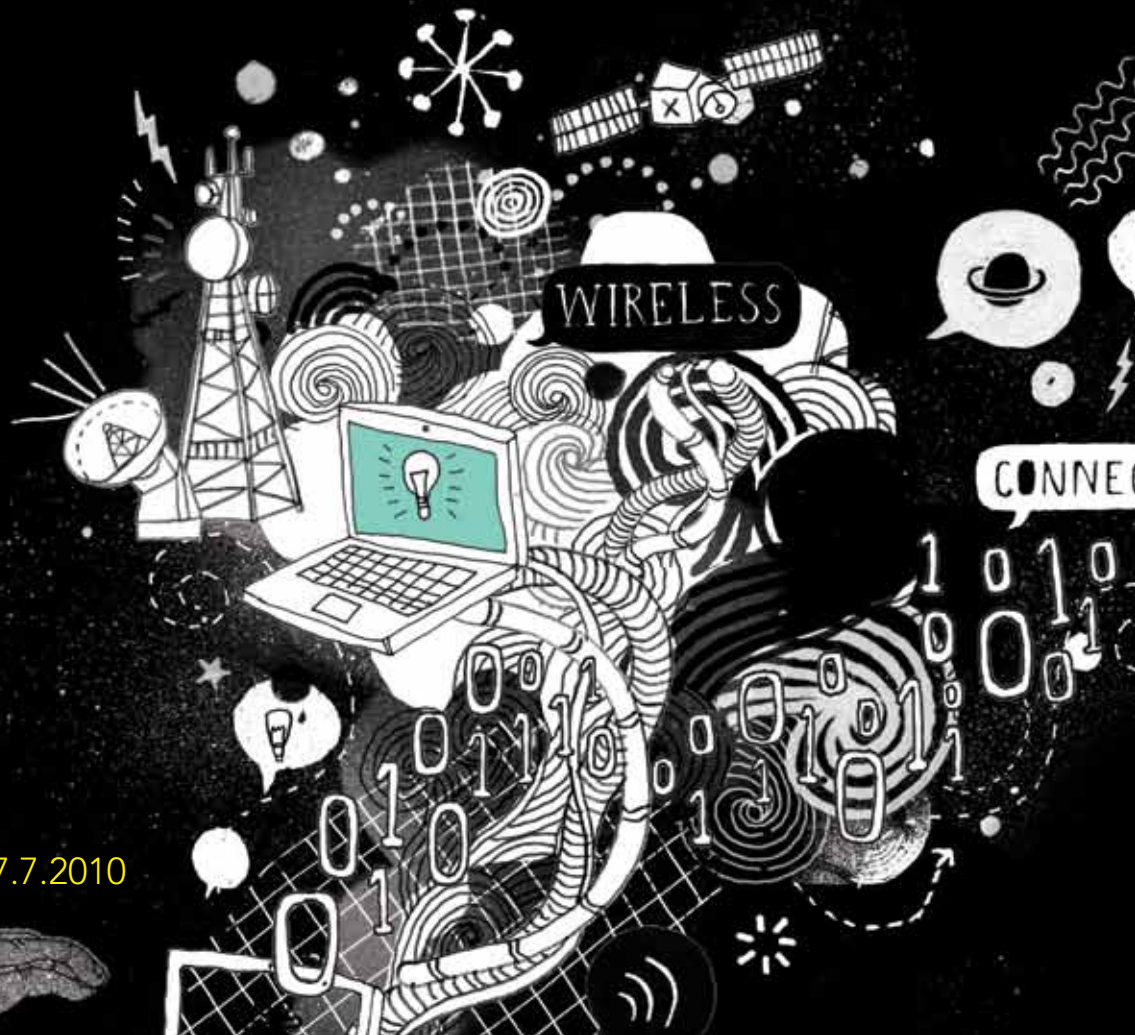


Geeknet Mediakit

2010

Geeknet 

updated 7.7.2010



ABOUTGEEKNET



Quite simply, Geeknet is the online network created by geeks, for geeks.

The Geeknet network includes SourceForge, Slashdot, ThinkGeek, ohloh, and freshmeat. Each month, we connect over 40 million geeks with content, connections, commerce, and all the things that geeks crave.

Technology has invaded nearly every aspect of our personal and professional lifestyles. People all over the world are much more connected through technology now than ever before. Geeknet is a more accurate reflection of our business and the large global community who visits our web sites every day.

Geeks truly understand technology and can manipulate its capabilities to their benefit, and have become increasingly essential and admired.

We continually strive to create smart, highly-interactive and targetable advertising solutions, connecting your brand with this remarkable group of active, affluent, and influential people.

**We are Geeknet.
We get Geeks.**

We get geeks.

OURNETWORK

- 1.1 / SOURCEFORGE
- 1.2 / SLASHDOT
- 1.3 / THINKGEEK
- 1.4 / GEEK.COM
- 1.5 / OHLOH
- 1.6 / FRESHMEAT



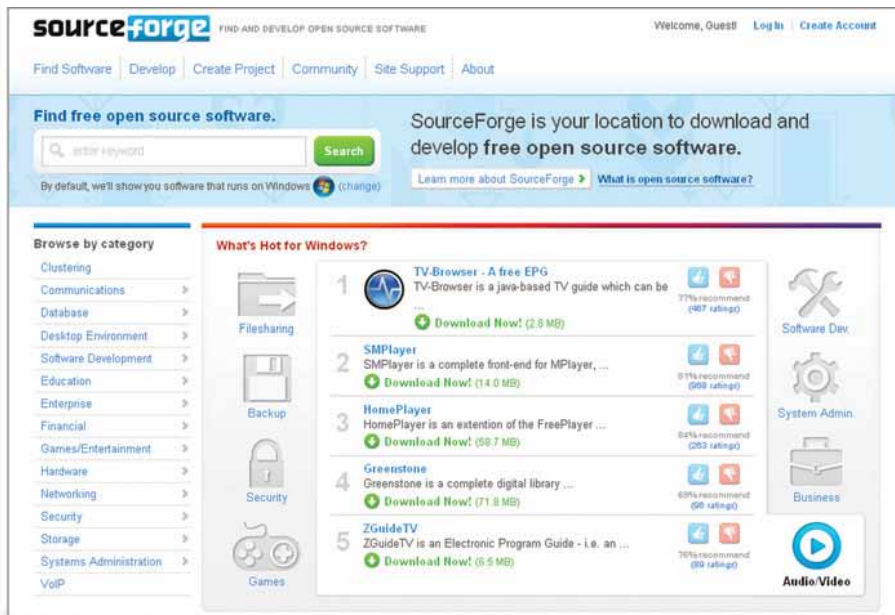


The world's largest open source software development and distribution platform.

www.sourceforge.net

ABOUT SOURCEFORGE

With our simple philosophy to serve the open source community and help the movement thrive, SourceForge has grown to become the largest and most trusted place for open source software tools and applications on Planet Earth. From the casual consumer to hobbyists to professional developers, SourceForge is the access point to the most imaginative developments in technology today. We provide the best tools to help creative people build innovative software and our platform is how they share it with a global audience searching for easy software solutions.



STATISTICS

35 Million Monthly Unique Visitors

111 Million Page Views per Month

49 Million Monthly Visits

2.7 Million Registered Users

2.7 Million Downloads each Day

Source: Google Analytics, Mar 10
Geeknet Server Logs, Apr 10

OUR AUDIENCE

18-49:	73%	
18-34:	46%	
Males 18+:	62%	
Male:	72%	
Female:	28%	

Source: comScore Media Metrix, Apr 10

EDUCATION

College Grad:	72%	
Post Grad:	28%	
Any College:	66%	

Source: Nielsen/Net Ratings @Plan, Fall 09

ONLINE ACTIVITY

Online Every Day: 93%
Daily News online: 74%
Daily Tech News online: 59%

Source: Nielsen/Net Ratings @Plan, Fall 09

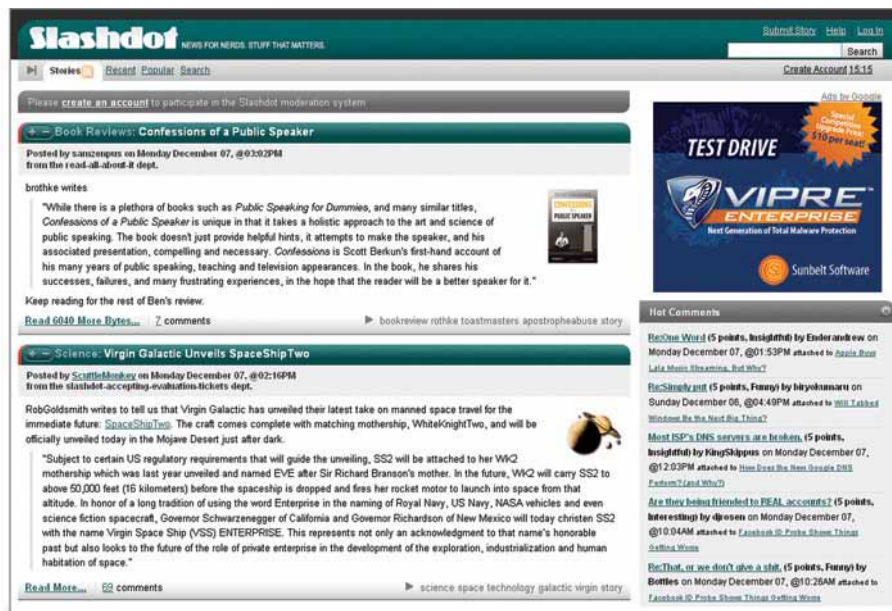
Slashdot

The hardcore geek's "coffee page".
It's where technology news meets social media and gets real.

www.slashdot.org

ABOUT SLASHDOT

Slashdot is the 'Daily Planet' for the technology community. We provide our readers with a ritualistic daily dose of technology news, culture and humor. Our fan base is an insatiably loyal, nearly zealous, audience dialed into every aspect of the technology world. For over ten years, the content on Slashdot has remained peer driven, straight from the source, and relatively unfiltered, giving a heightened sense of overall trust, quality and edge to Slashdot. We've redefined the standard by which similar sites are judged.



STATISTICS

3.5 Million Monthly Unique Visitors
38 Million Page Views per Month
20 Million Monthly Visits
920 Avg. Comments per Day

Source: Google Analytics, Mar 10
Geeknet Server Logs, Apr 10

OUR AUDIENCE

18-34:	47%	
Males 18+:	64%	
Male:	68%	
Female:	32%	
HHI 60k+:	51%	
HHI 75k+:	41%	

Source: comScore Media Metrix, Apr 10

EDUCATION

College Grad:	32%	
Post Grad:	34%	
Any College:	90%	

Source: Nielsen/Net Ratings @Plan, Fall 09

ONLINE ACTIVITY

Online Every Day: 93%
Daily News online: 81%
Daily Tech News online: 69%
Reading Books: 67%

Source: Nielsen/Net Ratings @Plan, Fall 09



The first choice for innovative and imaginative gifts that appeal to the geek in everyone.

www.thinkgeek.com

ABOUT THINKGEEK

ThinkGeek started as an idea. A simple idea to create and sell stuff that would appeal to the millions of people out there who are passionate about technology, from programmers, engineers, students, lovers of open source, to the masses that helped create the beloved Internet culture. Ten years later, the idea is still the same and we sell superbly geek-chic merchandise ranging from clothing, hardware, toys and gadgets for around the office to caffeine and candy. 'Stuff for smart masses' indeed!

STATISTICS

2.7 Million Monthly Unique Visitors

41.4 Million Page Views per Month

4.2 Million Monthly Visits

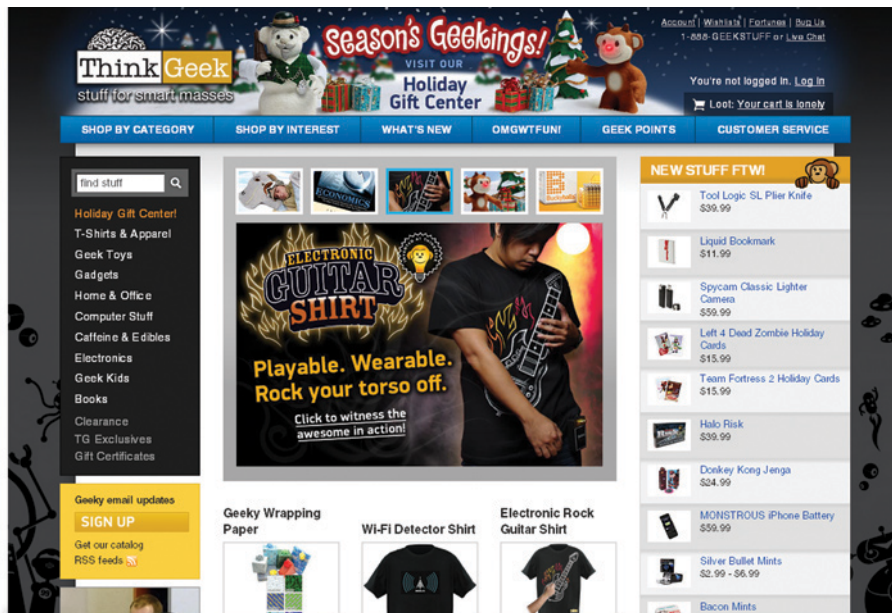
Source: Google Analytics, Mar 10

OUR AUDIENCE

Male:	63%	
Female:	37%	
Age 18-49:	71%	
Age 18-34:	42%	
HHI 60k+:	52%	
HHI 75k+:	40%	

Source: comScore Media Metrix, April 10

INVENTED@THINKGEEK





Technology news, features, buying guides, and product reviews for a community of tech enthusiasts and professionals.

www.geek.com

ABOUTGEEK.COM

Geek.com has been an online technology resource and community for technology enthusiasts and professionals since 1996. We feature the latest news and reviews of the hottest hardware and software along with Computer Buying Guides, Features, and more. Geek.com topic areas include Apple, Gadgets, Games, Mobile, and Chips.



STATISTICS

1.5 Million Monthly Unique Visitors

2.6 Million Page Views per Month

1.7 Million Monthly Visits

Source: Google Analytics, Apr 10

OURAUDIENCE

18-49:	72%	
18-34:	47%	
Male:	66%	
Female:	34%	
HHI 60K+:	60%	
HHI 75K+:	47%	
HHI 100K+:	28%	

Source: Comscore Media Metrix, April 10

ohloh

One of the largest, most accurate, and up-to-date software directories available.

www.ohloh.net

ABOUT OHLOH

Ohloh is a free public directory of open source software and people. Ohloh is a wiki, and anyone is welcome to join our community and add new projects to our directory, or to make corrections to existing directory pages. This public review makes Ohloh one of the largest, most accurate, and up-to-date software directories available, a community, and an analytics service. We use the data from our directory to create historical reports about the changing demographics of the open source world.



STATISTICS








1.8 Million Monthly Unique Visitors

3.1 Million Page Views per Month

2.0 Million Monthly Visits

Source: Google Analytics, Mar 10

OUR AUDIENCE

Male:	67%	
Female:	33%	
Age 18-49:	73%	
Age 18-34:	38%	
Males 18+:	61%	
HHI 60k+:	48%	
HHI 75k+:	42%	

Source: comScore Media Metrix, Apr 10

freshmeat

The first stop for Linux users hunting for the software they need for work or play.

www.freshmeat.net

ABOUT FRESHMEAT

freshmeat.net is the first stop for Linux users hunting for the software they need for work or play. In addition to providing news on new releases, freshmeat offers a variety of original content on technical, political, and social aspects of software and programming. It's become an essential resource for serious developers, allowing readers to keep up on what people are doing, and what everyone else thinks of it.

The screenshot shows the freshmeat website interface. At the top, there's a navigation bar with links for Home, Articles, Browse Projects by Tag, Submit new Project, About, Blog, Help, and Sites. Below this is a search bar and a section for 'Remote Desktop Server' with a link to 'www.TeamViewer.com'. The main content area features the 'NoMachine NX' project page. It includes a description of the software, tags like 'Software Development', 'Linux', and 'Unix', and a list of recent releases. A sidebar on the right contains 'Links' to various resources and a user profile for 'NXAdmin'.

STATISTICS

0.6 Million Monthly Unique Visitors
2.1 Million Page Views per Month
0.9 Million Monthly Visits

Source: Google Analytics, Mar 10

OUR AUDIENCE

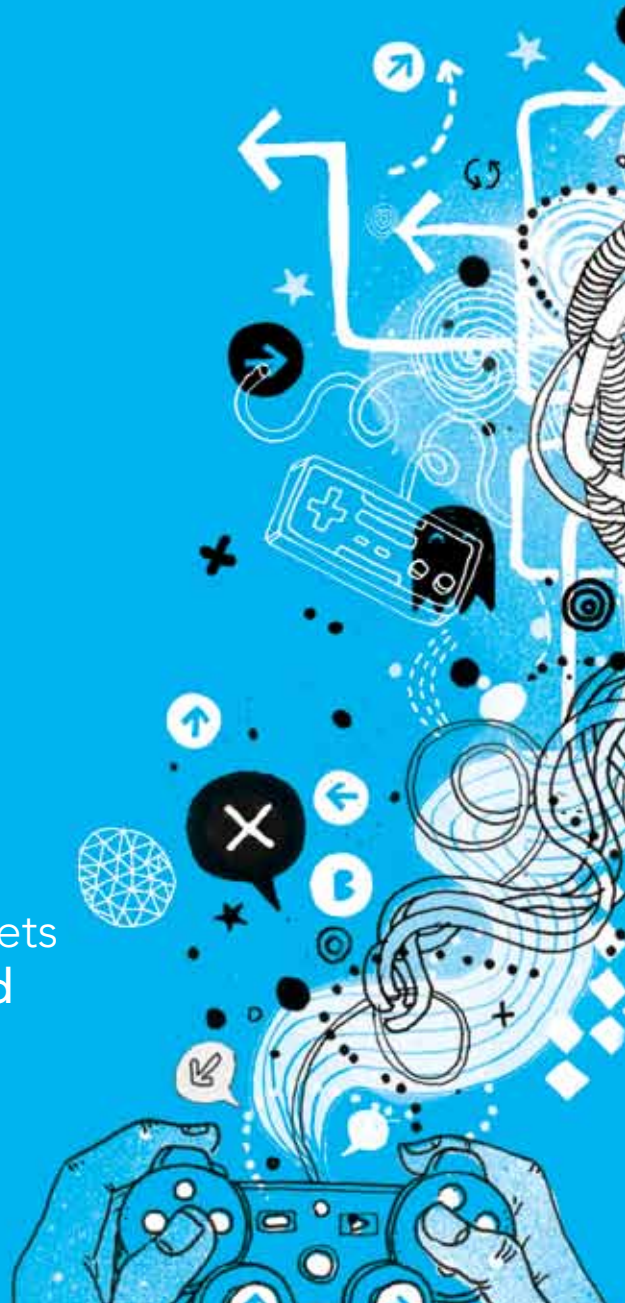
Male:	87%	
Female:	13%	
Age 18-49:	94%	
Age 18-34:	27%	
Males 18+:	87%	
HHI 60k+:	63%	
HHI 75k+:	39%	

Source: comScore Media Metrix, Apr 10

We get geeks.

ADPRODUCTS

- 2.1 / Wrapper
- 2.2 / Immersion
- 2.3 / Powerswitch
- 2.4 / Live Chat
- 2.5 / Poll Sponsorship
- 2.6 / Home Page Content Unit
- 2.7 / Dev Sponsorship
- 2.8 / Momentum
- 2.9 / Geek101
- 2.10 / Standard Display
- 2.11 / Add-Ons
- 2.12 / Catalyst
- 2.13 / Featured Download
- 2.14 / Express
- 2.15 / Text Links & Email Snippets
- 2.16 / **Geeknet 2010 Rate Card**



Wrapper

Wrapper is a premium ad product that gives advertisers an extensive branding platform that is highly customized and integrated into the Consumer Flow experience on SourceForge.



WHY CHOOSE WRAPPER?

- » Great opportunity for Branding, Educating and User Engagement
- » Designed for High Impact
- » Ideal for Roadblocks or High SOV
- » Wrap your brand around and weave your content into the site
- » Own considerable ad real estate in the Consumer Download Flow

CUSTOM PAGE EXPERIENCE

- » **Project Summary pages:** Branded background coupled right-hand-column ad content (include video, links, images), blended in with the site's design
- » **Download page:** Wrapper Immersion ad with same branded background image

\$ Rate: \$120 CPM



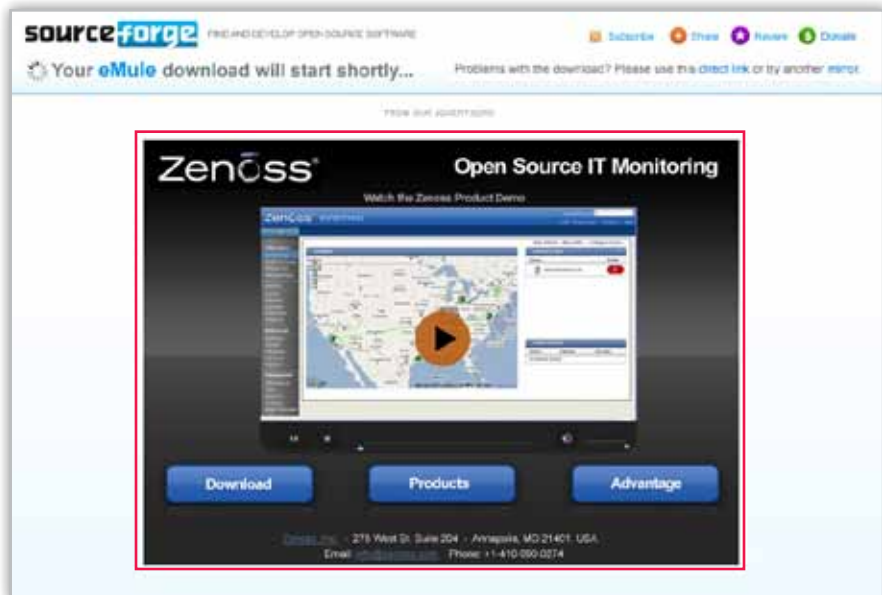
DIMENSIONS:

- 800x600 Immersion on download page ●
- Up to 300x900 content ad on project summary page ●
- 1400x600 static, non-click background ●
- » Lower 150 pixels fade to white
- » Center 800 pixels should exclude relevant information/imagery as it will be predominantly covered by site content

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Immersion

Incredibly efficient, high performing, exclusive, interactive, near-full-page ad (700x500) experience on SourceForge Download 'Thank You' page.



THINK OUTSIDE THE BOX.
BE INTERACTIVE.
BE CREATIVE.
ENTERTAIN!

WHY CHOOSE IMMERSION?

- » Near-full page prime real-estate on SourceForge
- » Complimentary to user download experience
- » Potential opportunity for approx. 1-2 minutes of Ad Entertainment
- » Large reach opportunities
- » High performance potential (clicks and interactions)

IMMERSION PERFORMANCE**

- » 3.89% Click Through Rate
- » 42.4% Interaction Rate

**Source: DFP, Oct '09 (Direct, Geeknet assisted creative)

\$ Rate: \$90 CPM



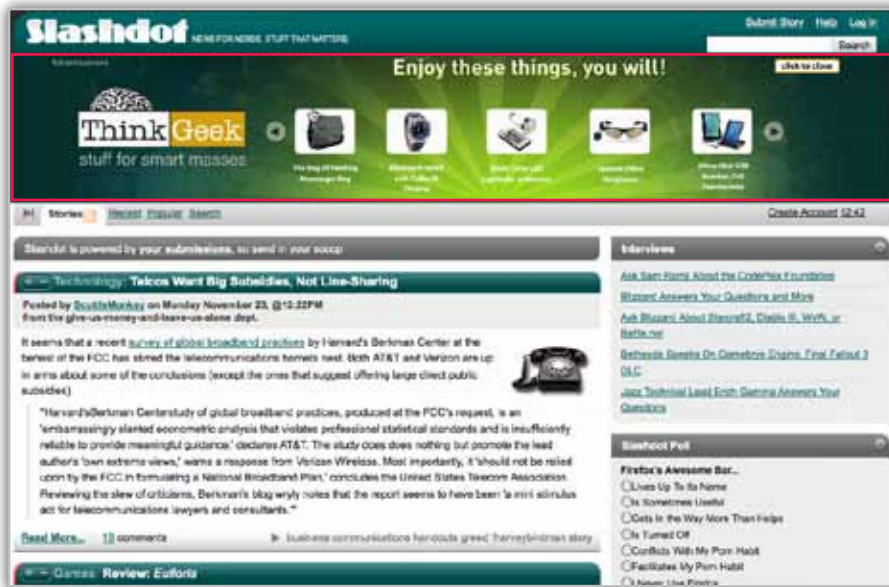
Use your own 700x500 creative or have Geeknet custom design your ad for no extra cost.



* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Powerswitch

Premium showcase unit designed specifically for Slashdot



MOVIE TRAILERS.
PRODUCT SHOWCASE.
ENTERTAINING ASSETS.
LIST UP TO 10.

WHY CHOOSE POWERSWITCH?

- » Showcase content, video, products
- » Get user attention and interaction
- » Educate and Entertain
- » Ideal premium execution on Slashdot

PROGRAM DETAILS

- » Geeknet develops
- » Toggle left/right
- » Up to 10 assets/items
- » Image thumbnails and titles
- » Click item for more info
- » Item detail can display in unit
- » Serve video in unit
- » User can close (collapse to 980x30)

DIMENSIONS

- » Expanded: 980x130 (default)
- » Collapsed: 980x30

\$ Rate: \$90 CPM



* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Live Chat

Geeknet has partnered with Eyeblaster® to bring you a highly interactive ad unit that directly links advertisers with the Geeknet communities.

"Pre" (Countdown) banner: Click on a photo for a Bio:



- » When the Chat is ready, Rollover to expand and enter.
- » Then watch or participate.

Expanded Live Chat (600x500) example:



Experts & Resources Tabs:



Submit questions while viewing content on other tabs

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

WHAT IS LIVE CHAT?

- » The live in-banner chat connects the advertiser's technical experts with an interested, engaged, and tech savvy community
- » Your program will utilize a countdown ticker in the 'Pre' stage and when the chat is set to begin, a button rollover expands the chat from the same medium rectangle

WHY LIVE CHAT?

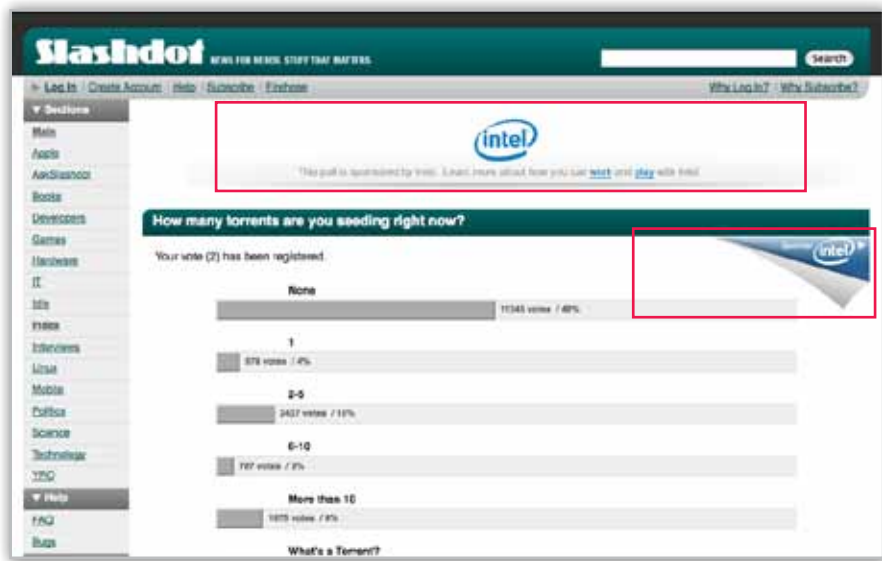
- » Project an 'open' corporate identity
- » Drive thought leadership
- » Direct access to potential customers
- » Educate and engage with Tech Enthusiasts
- » Get real-time feedback
- » Announce a new innovation/product

\$ Rate: \$90 CPM

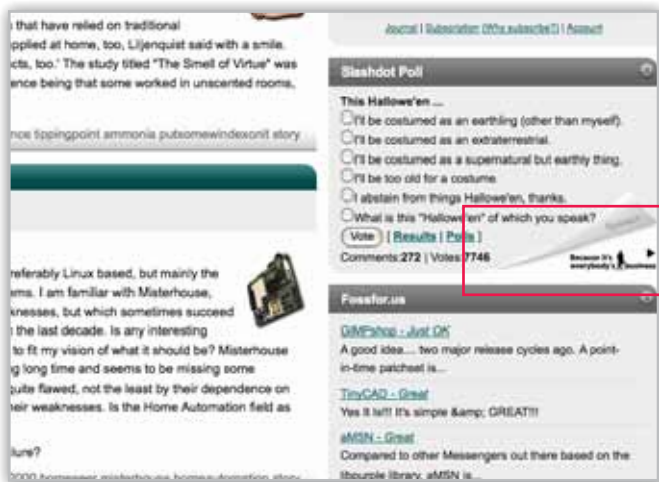


Slashdot Poll Sponsorship

Sponsor the millions of Home Page Poll 'Slashboxes' with exclusive advertising on Slashdot Poll pages.



Leaderboard and Sponsorship Treatment on Poll Pages



Home Page Poll 'Slashbox' Sponsorship

BECOME A PART OF A POPULAR COMMUNITY EXPERIENCE!

OPPORTUNITY:

- » Exclusive
- » First-Time Opportunity
- » Millions of Home Page Impressions
- » Association with a Community Favorite
- » Cost Efficient
- » Turn-key

\$ Rate: \$50k/month

Integrate

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

SourceForge Home Page Content Unit

Opportunity for content integration on SourceForge Home Page



PROVIDE REAL CONTENT.
LIST PRODUCTS, ASSETS, VIDEO.

WHAT IS CONTENT UNIT?

- » Ad designed with Home page look and feel
- » Replaces content box on Home page
- » Adjacent to SourceForge content
- » Developed with web functionality

PROGRAM DETAILS

- » Geeknet develops
- » 1.5 million monthly page views**
- » Home page exclusivity
- » Global only

** Source: Google Analytics (monthly average Sep-Nov '09)

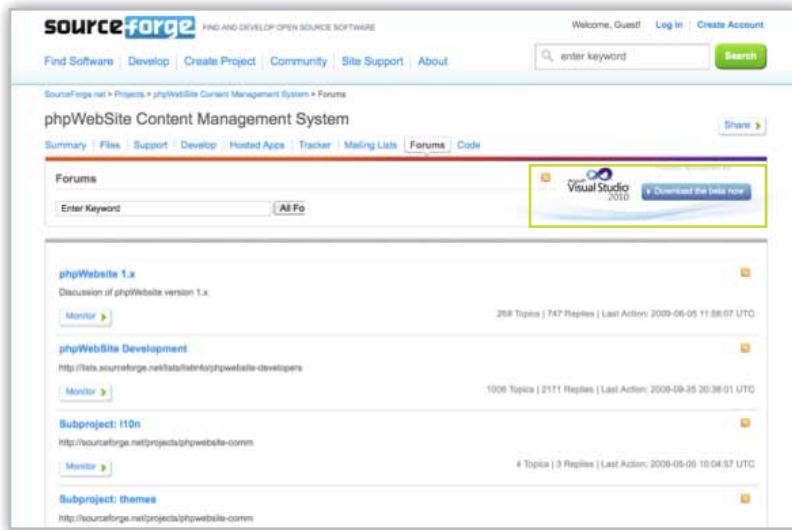
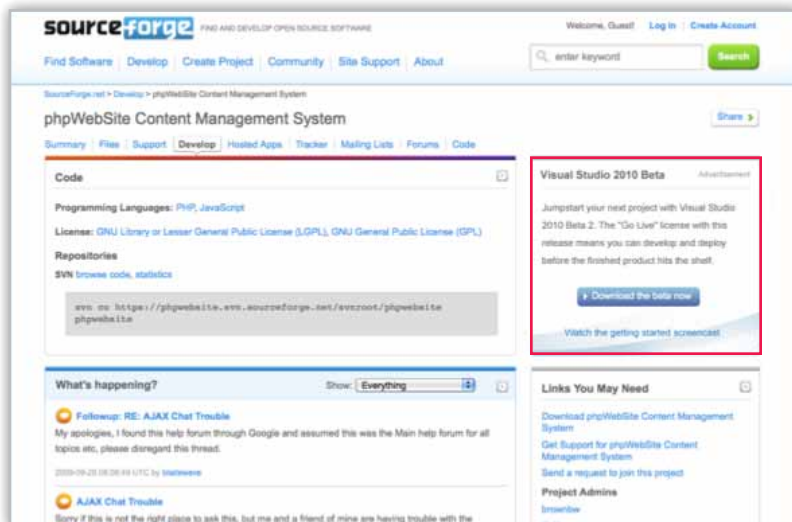
\$ Rate: \$75k/month

Integrate

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

SourceForge Dev Sponsorship

Seasonal sponsorship integration opportunity on SourceForge Develop and Forum pages



SEASONAL OPPORTUNITY.

REACH WORKING DEVELOPERS,
LOGGED-IN OR NOT.

WHY SPONSOR?

- » Target developers as they work on projects
- » 2.8 million estimated monthly page views**
- » Exclusivity on Develop and Forum pages
- » Even displayed for logged-in developers

** Source: Coremetrics (monthly average Jul-Sep '09)

DETAILS:

- » Geeknet develops
- » Sponsorship hard-coded into site
- » All Project Develop and Forum pages
- » Global sponsorship

\$ Rate: \$110k/month



DIMENSIONS:

- » Develop page: 300x250 medium rectangle ●
- » Forum page: 300x100 3:1 rectangle ●

* For the latest ad product details and specs, please visit
<http://geek.net/advertising/>

Momentum

An extensive ad package driving interest, consideration and downloads hosted by Geeknet



Download call-to-action in ad drives to Content Hub where download begins.

Content Hub provides more info, links, feeds, and even streaming video.



INTERACTIVE. INFORMATIVE. FULL SERVICE AD PROGRAM.

WHY MOMENTUM?

- » SourceForge is a trusted source for software
- » Serving downloads is our core competency
 - Millions of downloads per day
- » Well refined download flow over last 10 years
- » Familiar download environment
- » Full service offering
 - High performance ad program
 - Content Hub on SourceForge domain
 - Downloads hosted
- » Diverse media options for low effective CPM

PROGRAM DETAILS

- » Immersion and Content Hub built by Geeknet
- » Flexible media options
- » Competitive, cost-efficient pricing
- » Download hosted by Geeknet
- » Open Source software earns a project on SourceForge

\$ Rate: \$100k/month
Rate: \$250k/quarter

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Geek 101

A cost efficient opportunity to engage, for the first time, with tech enthusiasts, influencers and decision makers on Slashdot and SourceForge

Immersion is great for branding and performance campaigns



Powerswitch is ideal for showcasing entertaining products or assets



Featured Download is great for ROI objectives



Medium Rectangles and Text Links for brand frequency and package efficiency



OPPORTUNITY

- » Media packages available to first-time advertisers
- » Low commitment, one month program
- » Test high performance products
- » Cost effective Geek 101 trial rates
- » B2B and Consumer options
 - Branding and Performance programs available
 - Target to one or more of our 16 channels
 - Target to one or more select geos

TARGETING

- » Choose from the following geo options:
 - Global
 - US (or US and Canada)
 - UK, Germany, France, Italy, Spain, Russia, Netherlands, and/or Poland
- » Choose from our 16 Channels:
 - Consumer
 - Desktop
 - Education
 - Enterprise
 - Entertainment
 - Gaming
 - Graphics
 - IT
 - Mobile
 - Multimedia
 - Networking
 - Science & Engineering
 - Security
 - Servers & Hardware
 - Software Development
 - Storage

ASK YOUR SALES PERSON FOR A PROPOSAL TODAY

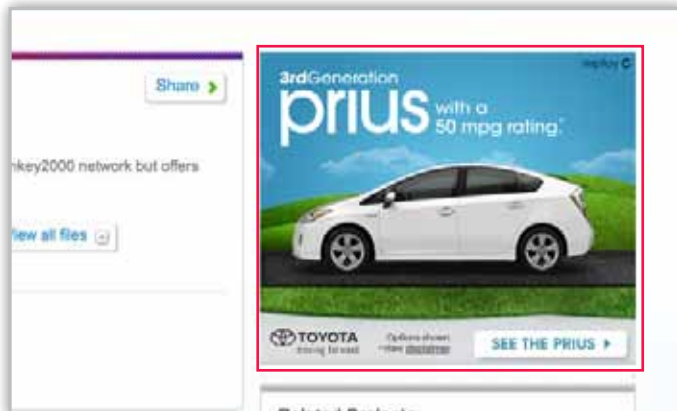
\$ Rate: \$10k min. for one month

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Standard Display

Geeknet delivers a valuable audience with minimal ads per page, so your standard display advertising works smarter.

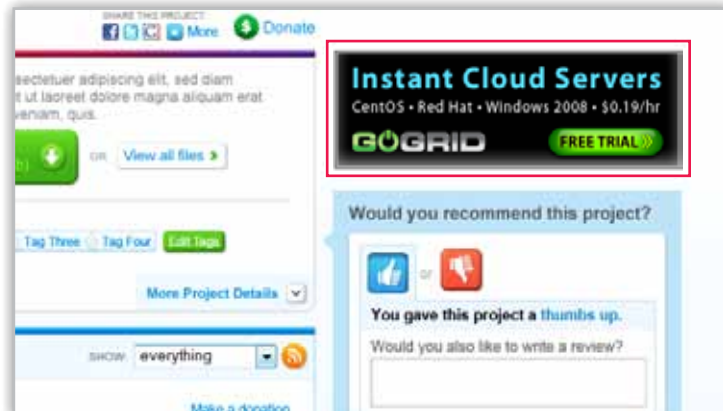
Medium Rectangle: 300x250



» Available on SourceForge, Slashdot and Freshmeat

\$ Rate: \$70 CPM

Spark: 300x100



» Available only on SourceForge

\$ Rate: \$25 CPM

Leaderboard: 728x90



» Available on SourceForge (Search/Browse pages only), Slashdot and Freshmeat

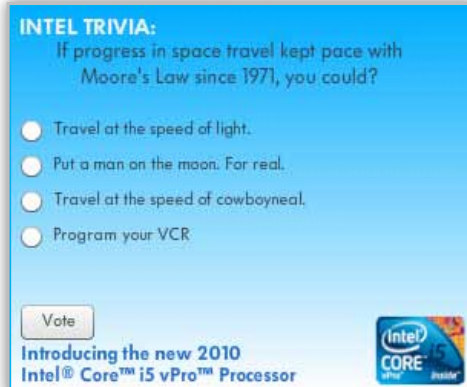
\$ Rate: \$50 CPM

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Geeknet Add-Ons

Choose from various design and tech features and services to enhance the appearance and functionality of your ad creative.

Pulse: Add a Poll to Medium Rectangle or Immersion



ROADBLOCKS:

- » Flight your ads to achieve 100% of impressions during a specified time
- » Purchase any of the above ideas and roadblock it for impact

Multiple Add-Ons can be applied to the same ad.

CREATIVELY SHOWCASE MULTIPLE ASSETS...

Slider: Asset rotation and unit expansion
(apply to Medium Rectangles or Immersion)



Cube: 3D, rotating Cube of content
(apply to Medium Rectangles or Immersion)



CREATIVE SERVICES

Some custom creative services may require additional fees.

\$ Rate: + \$10 CPM
(add to unit rate)

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Catalyst

Lead Generation product which utilizes Immersion on SourceForge to promote an asset and serve a lead form (secondarily other ad resources may be used to point to a lead form).

The screenshot shows a SourceForge lead form for SolarWinds Orion Network Performance Monitor (NPM) Network Management Software. The form is titled "Orion Network Performance Monitor (NPM) Network Management Software: FREE Trial Download" and includes a "Submit" button. The form fields are: First Name, Last Name, Company Name, Address I, Address II, City, State/Province, Region, Zip, Phone, Email, Industry, Country, Company Size, and Job Title. A "Submit" button is located at the bottom left of the form.

DIMENSIONS:

Near full page

- » 700x200 at top for branding/description
- » form applied to bottom portion
- » see specs for more filtering and program details

3 EXCELLENT REASONS TO BOOST YOUR SALES EFFORTS WITH CATALYST LEAD GENERATION:

1. The SourceForge community is largely 'untapped' for lead generation programs
2. We offer flexible and competitive pricing to match to your objectives
3. Our advanced solution includes plenty of room for branding and education with full lead form functionality, all for only the price of the resulting leads

PROGRAM BENEFITS:

- » Untapped, High Quality Tech Community
- » Natural lead form entrypoint on SourceForge Download pages
- » Competitively priced
- » Branding, Education and Performance all in one

\$ Rate: \$70 CPL
(for 10 form fields)



* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Featured Download

Featured Download is an ad, simple in design but high in performance, that resides on the SourceForge Download page in promotion of downloadable assets.

Featured Download

Splunk > IT Search Engine - Free download

Search and navigate IT data from applications, servers and network devices in real-time. Logs, configurations, code, metrics and more.

splunk >

← Branding

Free Download

← Space for file size within button

Featured Download

SYMANTEC IS EMAIL ARCHIVING

Enterprise Vault - Get your free white paper. Effective strategies for backup, archiving and recovery

symantec.

Download



WHY BUY THE FEATURED DOWNLOAD PROGRAM?

- » SourceForge is a trusted site for millions of downloads daily
- » Downloading software is a primary user behavior on SourceForge
- » Offer software downloads to professionals actively seeking them
- » Efficient CPC-based ad product
- » Rich features and functionality educate the user to:
 - Improve user experience
 - Increase download conversions

PROGRAM FEATURES:

- » Logo branding (jpg/gif, 30k)
- » Plenty of room for description
- » Platform auto-detection
- » Adjustable Text in Download Button
- » Initiate downloads directly from the unit

\$ Rate: \$5 CPC

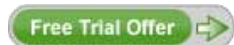
Perform

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Express


Promote virtually anything and drive efficient traffic with this CPC sibling of the Featured Download unit.

Choose from an extensive list of iconic buttons to match your action objective...



Sponsor Offer

WebEx online Meetings



Cutting down on business travel doesn't have to mean cutting corners. Meet online with WebEx and travel less. Star your FREE trial Now.

Free Trial Offer →

GIVE THEM A REASON TO CLICK

PROGRAM FEATURES:

- » ROI and Branding
- » High traffic page placement
- » One Express ad per page view
- » Turn-key creative services
- » Promote anything and everything
- » Pay per click

DESIGN PROPERTIES INCLUDE:

- » Site 'look and feel'
- » Space for advertiser image
- » Plenty of description room
- » Call-to-action button
- » Menu of Universal Icon(s) to match to objective
- » Visually 'less intrusive' but with the potential branding benefits of a banner

\$ Rate: \$5 CPC



* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Text Links and Email Snippets

Make your media program work harder with high volume text links and email subscription snippets

STANDARD AD PRODUCT:

Text Link

DETAILS

- » Runs on SourceForge only
- » Text only
- » 37 text characters (including spaces)



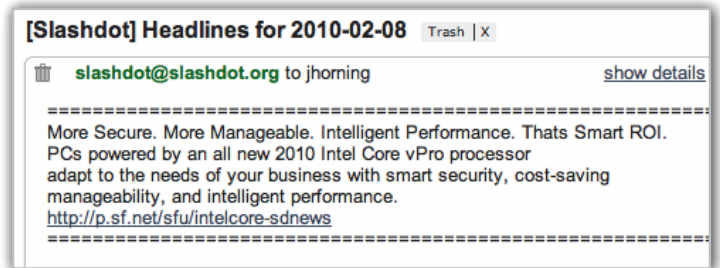
\$ Rate: \$2 CPM
Rate: \$3 CPC

STANDARD AD PRODUCT:

Email Snippet

DETAILS

- » Text only
- » 4 lines of text
- » 72 text characters per line (including spaces)



\$ Rates by Email Newsletter

Slashdot: 7 days/wk

- » Weekly Circ: 567,483
- » Weekly Rate: \$13,125

Dev2Dev: 7 days/wk

- » Weekly Circ: 5.7 million
- » Weekly Rate: \$26,250

SF Site-Wide: monthly

- » Monthly Circ: 1.3 million
- » Monthly Rate: \$15,000

Note: Rates are flat; circulations are approximations (both subject to fluctuation). Weekly Email Newsletters may also be available daily - inquire for details.

* For the latest ad product details and specs, please visit <http://geek.net/advertising/>

Geeknet 2010 Rate Card

Allow us to help you reach our influential community with great results.

PREMIUM

AD PRODUCT	RATE
Live Chat	\$90 CPM
Powerswitch	\$90 CPM
Immersion	\$110 CPM
Wrapper	\$120 CPM
Poll Sponsorship	\$50k flat per mo.
Home Page Content Unit	\$75k flat per mo.

STANDARD

AD PRODUCT	RATE
Spark	\$25 CPM
Leaderboard	\$50 CPM
Medium Rectangle	\$70 CPM
Fusion (300x600)	\$90 CPM
RSS Ads (300x250)	\$20 CPM
Snippets	Ask for details
Text Links	\$2 CPM (or \$3 CPC)

+ Add 10% Premium to regular rate for each Add-On

Pulse Polls	Add a poll to your ads	Roadblocks	Flight ads to achieve 100% of impressions
Slider	Promote multiple assets	<i>*Note: applicability may vary by ad unit</i>	
Cube	Promote multiple assets		

PLEASE NOTE: Ad product availability will vary by site. For each added layer of geo and topic targeting, add 10% Premium. Some custom creative requests may require a creative services fee.

PACKAGE OPPORTUNITIES

PACKAGE	RATE
Momentum	\$100k/month or \$250k/quarter
Geek101	\$10k minimum (1 month only)

PERFORMANCE

AD PRODUCT	RATE
Featured Download	\$5 CPC
Express	\$5 CPC
Catalyst Lead Gen	\$70 CPL

For more information about individual ad products, specs and terms and conditions visit <http://geek.net/advertising> or submit a sales inquiry here: <http://geek.net/sales>.

www.geek.net

SOURCEFORGE • SLASHDOT • THINKGEEK • GEEK.COM • OHLOH • FRESHMEAT

Geeknet 

