



Refcards

2023 Sponsorship Guide



SPONSOR A REFCARD

Brand-Exclusive Advertising Alongside Technical, Editorial Content Written By Subject Matter Experts

Refcards are industry-specific primers that provide best practices to ensure that enterprises get the most out of a technology or tool. These powerful, actionable resources are written by subject matter experts – sourced by DZone - equip readers with the tools they need to expand their development skillset.

Place your advertising in front of developers at the exact moment they need it most. Refcards give your offering visibility during the evaluation and post-purchase stages of the funnel, providing developers with an examination into relevant software technologies and methodologies.

49

Refcards Published (2022)

128K

Total Downloads (2022)

**GLOBAL
REACH**

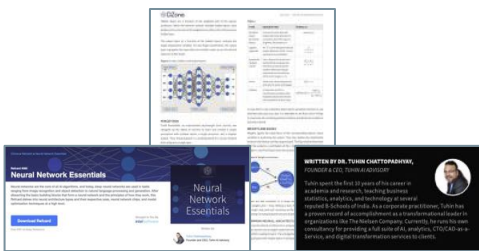
Tech Decision Makers
Downloading Refcards
are Located in **North
America.**

6-8 WEEK

Average Contact
Fulfillment Time

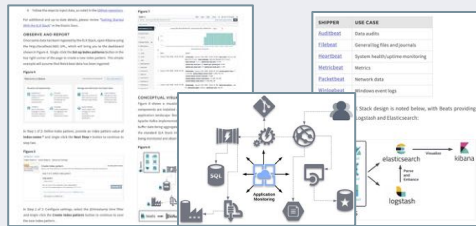
What's Inside

Upon downloading a Refcard, readers find informative, documentation-style content on topics they know and love — or topics they want to learn more about. With subjects supported by sponsor-exclusive logos and advertisements for relevant products, readers are well equipped to take the next steps from education to adoption.



Expert Content

Whether we source an expert from the DZone community or from your team, Refcards feature highly technical, informative editorial content written by subject matter experts to provide an insider's perspective of core capabilities and components.



Engaging Visuals

Refcards are not just your average documentation. Core concepts, workflows, methods, and other key components are expressed in highly engaging visual formats, like tables, charts, diagrams, and more.



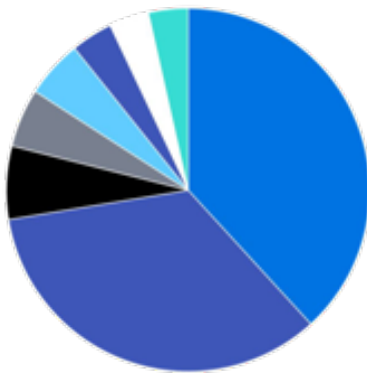
Sponsor-Exclusive Ads

Refcards feature relevant sponsor advertisements and logos that drive readers to product details, free trials, community forums, and more.

Software engineering professionals trust Refcards because they provide practical and objective guidance on how to evaluate and implement technical solutions in their enterprise. This powerful, actionable resource allows the reader to:

- Learn from a like-minded developer how to implement a process, technology, or tool
- Discover a new perspective on process or methodology to implement in their work
- Find a new product to help solve a current organizational issue
- Get introduced to topics outside their space that can benefit the company's decision-making process

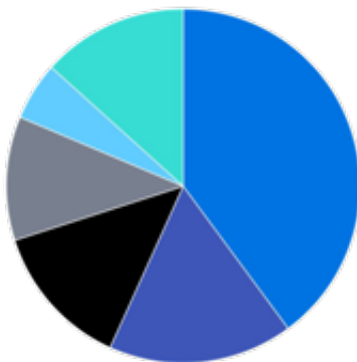
Job Roles



- **38%** Architect, Software Developer
- **34%** Programmer, Developer
- **7%** Executive Manager, VP, CTO, CIO
- **5%** Development Manager, Lead Developer
- **5%** System Admin, DBA
- **4%** QA, Testing, Compliance
- **4%** President, CEO, Owner
- **3%** Other (Including Marketing, Sales, Web Designer, Graphic Designer)

Company Size

(Number Of Employees)



- **40%** 1-49
- **17%** 50-249
- **13%** 250-999
- **11%** 1,000-4,999
- **6%** 5,000-9,999
- **13%** 10,000+

Region



41% APAC



31% EMEA



24% NA
4% LATAM

Source: DZone Refcard Downloads, 2022; Audience Composition, Bombora, 2022

Gain visibility and credibility through highly technical, engaging editorial content designed for a high intent audience.

Refcards feature your solution alongside brand-agnostic documentation that covers an industry-recognized topic, helping build audience confidence in your offerings and multiply brand equity.

Our deep knowledge of the DZone community and audience insights enable us to consult with your team and determine the optimal topic that resonates with your target audience. This fine-tuned balance between our community education needs and your marketing objectives, found in the highly regarded Refcard, delivers these results to our sponsors:

- Thought leadership and brand awareness
- Quality and high-intent lead generation
- Sponsor exclusivity
- Branded, valuable resource for your community

Sponsors also receive a licensed asset for future marketing ventures that positions their brand as a premiere name in the Refcard's respective space.



GETTING STARTED

Introduce the DZone Community to a topic, technology, approach, etc.

Best for: Those considering adoption or who are in the early stages of adoption



ESSENTIALS

Cover need-to-know approaches to get the most out of a language, tool, technology, process, etc. Essentials Refcards fall under two sub-types:

- Languages and Universal, Open-Source Tools
- Technologies and Methodologies

Best for: Those who have adopted a technology and want to learn the fundamentals.



PATTERNS & ANTI-PATTERNS

Provide patterns and anti-patterns (or core practices) for successfully implementing a technology, process, approach, etc.

Best for: Tech decision makers considering new technologies. Job titles include, but are not limited to, manager, director, and C-Suite.

Cloud Elements

Cloud Elements successfully paired Zone and Refcard sponsorships for a powerful lead generation opportunity. In addition to 60 monthly leads delivered through Integration Zone ads, their Foundations of RESTful Architecture Refcard led to 16,000 downloads, a 6,000 lift over their previous year's Refcard sponsorship.



SAUCE LABS

Updating the company's Refcard on Selenium netted 3,088 downloads in two weeks, whereas an original version drove over 13,000 downloads over two years.

Sauce Labs followed this by creating a Refcard for Appium, the leading open source framework for mobile device testing. The initiative netted an additional 1,162 downloads.

“

“We continue to work with DZone because we see success moving people from the top of the funnel through to qualified leads and, in some cases, to closed-won business. It's contributing to influencing people along their purchase journey.”

Director of Marketing, Sauce Labs

AMP UP YOUR CONTENT STRATEGY

Educate with DZone Refcards

Become a DZone Refcard partner to drive brand and product awareness and align your technical expertise in in-depth tutorials tailored to your target audience. Engage our global tech audience to learn more about your product space and implement solutions.

Sponsorship includes:

- Six-month exclusive branding on Refcard and landing page
- Licensed asset for use in other marketing venues for 6 months
- 500 global contacts

Additional opportunities including added contact filters (ABM list, Industries, Geos, etc.) available.

Refcard Ad Specifications	
Asset	Specifications
Logo	<ul style="list-style-type: none">• 3:1 landscape/horizontal• PNG or SVG (transparent background)• 300 dpi resolution
Box Ad	<ul style="list-style-type: none">• Minimum 980 x 780 pixels, up to 1960x1560• PNG file• 300 dpi resolution
Full-Page Ad	<ul style="list-style-type: none">• 8.5" x 11"• PDF file• 300 dpi resolution

Previous Sponsors Included:

