

Focus your message where it counts the most

Reach primed and ready technology buyers through topic targeting on key IT sites

OSTG sites deliver a primed audience of technology buyers and influencers in search of the latest news, information, and resources. Now you can target your advertising message to reach key audience segments across specific technology topic areas on the OSTG network.

By owning all or part of a specific technology topic, you can devote your marketing dollars to reach an audience actively seeking information and resources on a specific topic. Your marketing message appears on every single page associated with a specific topic. Choose a topic by site, or on all sites available. Topic targeting allows you to choose your audience and ensures you a laser-focused advertising buy. Talk to your sales rep about other ways to leverage topic targeting to meet your marketing goals.

Average page views per topic, per month by site*						
	SourceForge	Slashdot	Freshmeat.net	Linux.com	NewsForge	CTR
Java	4 million	250,000	335,000			0.18%
Linux	4 million	3 million	1 million	25,000		0.22%
Windows Applications and Tools	25,000	675,000	925,000		5,000	0.24%
Hardware / Servers / Desktop/ Grid Clustering	370,000	1.5 million		40,000		0.24%
Security	600,000	2 million	175,000	6,000		0.24%
Storage	390,000	1 million	30,000	4,000		0.24%
Database	1.2 million	45,000	30,000			0.23%
Apple/Mac OS X	5.5 million	8.2 million	525,000	18,000		0.23%
Mobility/Wifi/Networking		475,000	290,000			0.24%
PHP/ISP Infrastructure	3 million	40,000	350,000			0.22%
Games	600,000	3.5 million	125,000			0.23%
Development Tools			130,000	20,000		1.30%

Find out more about how topic targeting will help you target and reach an audience of influencers looking for specific technology solutions.

Contact your sales representative today, or go to www.ostg.com to view our media kit online