CODE MAGAZINE

# Your Next Customer Reads CODE Magazine

Print, digital, email, and webinar advertising in front of developers and technical leaders.




**135,000+** Digital subscribers

**160,000+** Newsletter subscribers

**6** Issues per year

## Print & Digital Ads

RATES PER INSERTION

| SIZE | 1X | 3X | 6X |
|---|---|---|---|
| **Full Page** | $3,995 | $3,495 | $3,195 |
| **1/2 Page** | $2,395 | $2,195 | $1,995 |
| **1/4 Page** | $1,395 | $1,295 | $1,095 |

AD FORMATS

| | |
|---|---|
| Full Page | **8-3/8" x 10-7/8"** |
| 1/2 Page Horizontal | **8-3/8" x 5-7/16"** |
| 1/2 Page Vertical | **4-3/16" x 10-7/8"** |
| 1/4 Page | **4-3/16" x 5-7/16"** |

PREMIUM POSITIONS

| | |
|---|---|
| Cover 2: Inside Front Cover | **Add 25%** |
| Cover 3: Inside Back Cover | **Add 25%** |
| Cover 4: Back Cover | **Add 50%** |

## Other Opportunities

PRINT

| | |
|---|---|
| Advertorials | **$3,995 per page** |
| Article Sidebars | **$395 each** |

DIGITAL

**Email Newsletter** — **$2,795**

- 728 × 90 Leaderboard
- 468 × 60 Banner
- 100 words of text
- Reaches 160,000+ newsletter subscribers

WEBINARS

**CODE Presents** — **$3,995**

Sponsor a monthly webinar led by CODE senior developers.

**CODE Spotlight** — **$5,995**

Bring your own technical webinar. We promote it and collect registrations.

**Details on the next page.**

## Looking for Something More?

**Custom options:** Cover wraps, poly-bagging, sponsorships, product showcasing, partnerships, and more.
**Trades and offsets accepted:** Supplement your advertising costs with trades. Pay less, receive more.
**Great package deals:** See Value Packages on the next page for the best value.

CODE MAGAZINE

# Webinars & Value Packages

Put your brand in front of 160,000+ developers and technical leaders.

## Webinar Sponsorships

SPONSOR A CODE WEBINAR

### CODE Presents

**$3,995**

Sponsor one of our monthly webinars led by CODE senior developers.

- Two promo slides in the webinar
- Recognition as the webinar sponsor
- Sponsor mention in the CODE Connections newsletter, sent the first business day of the month
- We design and run banners promoting the webinar the month before it airs
- Your website link in our follow-up email announcing the recording

HOST YOUR OWN WEBINAR

### CODE Spotlight

**$5,995**

You provide a recorded webinar that teaches real technical skills. We promote it and take registrations.

- Promoted as a CODE Spotlight webinar on codemag.com
- Registrant names shared with you (opt-in required)
- Featured 3 times in CODE Connections: two months before and the month after
- Optional: your own banners on codemag.com for three months
- **Add-on:** print ads at 50% off 1x, 3x, or 6x rates

**About CODE Connections:** CODE's monthly newsletter, sent to our combined newsletter, magazine, and webinar subscribers (over 160,000).

## Value Packages

### Package 1

**$1,995**

**Lowest-cost entry**

- One 1/4-page ad in print and digital
- Web banners on codemag.com for two months

### Package 2

**$4,495**

**Save $695**

- One 1/2-page ad in print and digital
- One newsletter sponsorship

POPULAR

### Package 3

**$5,995**

**Save $1,190**

- One full-page ad in print and digital
- One newsletter sponsorship
- One article sidebar in print

### Package 4

**$9,995**

**Save $2,180**

- Three 1/2-page ads across three issues
- Two newsletter sponsorships
- Steady visibility across six months

### Let's Build Your Plan.

Need something different? We build custom packages with cover wraps, sponsorships, and more. Trades and offsets accepted.

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