# Reach the Most Influential
# IT and Developer Buyers on the Web

## The Fastest-Growing Technology Network on the Web*

*Open Source Technology Group (OSTG) is the trusted network for IT managers, executives and development professionals defining, using, and creating leading-edge technology for their business solutions. These influential technology buyers turn to OSTG sites daily for the latest news, resources, and community forums to help them meet their goals.*

## Open Source has Gone Mainstream

The adoption of Open Source as a credible and viable IT business solution has taken on a life of its own. No longer is Open Source limited to early adopters shunning the limitations of proprietary software and platforms — it's one of the fastest-growing segments of the technology market, with market leaders like IBM, Sun, Intel, Oracle and even Microsoft engaging in the creation and deployment of collaborative technologies. Open Source is where technology is going.

*Over 60% of large enterprises surveyed by Forrester Research have adopted Linux and Open Source applications. 52% of those are using Linux to run mission-critical applications.***

## Leverage a full spectrum of sites to reach your target audience

| IT AND DEVELOPMENT PROFESSIONALS RELY ON THESE OSTG SITES |
| --- |
| Slashdot.org |
| Linux.com |
| Newsforge.com |
| ITManagersJournal.com |
| SourceForge.net |
| freshmeat.net |

## OSTG is Where Technology is Going

OSTG's audience is a voracious, loyal community that relies on the network as their primary information source for technology news and resources. In fact, Nielsen//NetRatings' @Plan data has ranked OSTG as the Number One Network for visitors seeking technology news online for over two years running.***

This audience is dialed-in to the latest news and technology solutions, and they don't waste their time on fluff. This is an audience of thinkers looking for solid information they can't get anywhere else:

- **News and commentary** — daily, even hourly, news updates on rapidly changing and evolving tech trends, all in one place
- **Unique editorial** — OSTG sheds light on what's really important in business IT and Open Source with in-depth articles
- **Community forums** — no other network reaches the IT and development communities in such large numbers or provides the types of vehicles that actively drive open discourse, debate, peer-to-peer product review, support, and collaboration. This is where the true meaning of Open Source — sharing ideas dedicated to solving problems — all comes together.

## OSTG Delivers Buyers

OSTG's audience has the purchasing influence and power to deliver the results you want for your marketing initiatives: 79% are involved in purchasing IT products and services for their organizations, and the average annual individual purchase influence is $4.7 million.+

**Find out more about how the OSTG network meets the needs of the market to deliver the buyers you want. Contact your sales representative today, or view our media kit online at www.ostg.com.**

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# Target IT Managers & Development Professionals Making Strategic Buying and Implementation Decisions

## Tap Into an IT Audience Primed to Buy

*OSTG's IT-focused sites deliver IT managers and technologists looking for up-to-the-minute news, information, and community forums to keep pace with evolving technology issues and products. OSTG's ability to provide trusted, credible information keeps them returning — and exposed to your brand and products — on a daily basis.*

### Slashdot — News for Nerds. Stuff that Matters

**MISSION** **Provocative, cutting-edge news and discussion.** Slashdot.org is the single hottest source, and the only site of its kind, for an insatiable audience dialed into the info-tech world — cultural, technical, political, and business-related. Largest community-focused tech site on the Web with peer-tested content and discussion.

**TARGET** IT and technical pros in search of topical news, reviews, and spirited discussion and debate. They rely on Slashdot to find out what matters in technology right now — and predict what will matter two months from now.

**YOUR BENEFIT** Your message gets in front of a superior tech-savvy audience actively discussing IT issues and looking for information from an active, solutions-focused community they trust.

### linux.com — The Business of Linux

**MISSION** **Goes beyond the headlines to deliver a 360° view of Linux and Open Source:** rich content, technical discussions and in-depth articles covering only strategic business goals.

**TARGET** Reach IT executives and managers who rely on the site for in-depth content about adopting and using Linux for business.

**YOUR BENEFIT** Reach a concentrated audience of senior IT managers through a rich editorial environment geared to help them deploy Linux appropriately and profitably.

### NEWSFORGE — The Online Newspaper for Linux and Open Source

**MISSION** **News, news and more news:** NewsForge.com surfaces all relevant Linux and Open Source news, articles, and information published online, period.

**TARGET** Busy IT executives who want only the most relevant content and quick solutions to their business challenges.

**YOUR BENEFIT** The most direct, efficient route to reach busy IT professionals who rely on the site for up-to-the-minute news and product information in the Linux/Open Source marketplace.

### ITMJ Manager's JOURNAL — Tracking the Evolution of IT

**MISSION** **Articles and resources.** ITMJ covers the management issues — including ROI, HR, finance — that arise as open technology adoption increases n small, medium, and large-sized businesses.

**TARGET** IT execs and managers who must detect and prepare for future trends in order to meet business goals.

**YOUR BENEFIT** Promote an IT solution to forward-thinking IT managers as they define strategic initiatives to include Linux and Open Source technologies in their organizations.

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# Reach IT and Development Professionals
# Responsible for Redefining the Technology Landscape

### Build your brand to an action-oriented technology audience

*OSTG's premier collaborative software and development sites—SourceForge.net and freshmeat.net—deliver massive reach andtraffic with an audience of innovators taking technologyand business to the next level. They turn to OSTGsites for trusted technical information and access to community projects, resources and discussions on a daily basis.*

## SOURCEFORGE™ .net   Where Open Source Development Happens

**MISSION** The world's largest collaborative development site for cross-platform and Open Source developers, hosting more than 94,000 projects and one million registered users.*

**TARGET** Developers, IT professionals at all levels, system and network administrators, and R&D engineers involved in developing, using, or defining groundbreaking collaborative projects.

**YOUR BENEFIT** SourceForge delivers the largest, most concentrated audience of development managers and developers in the world. If you need to reach and influence the development community, SourceForge is a proven, highly-effective advertising vehicle.

## freshmeat.net — The Essential Download Site

**MISSION** **Database and archive.** The single-largest, most comprehensive software repository and searchable archive on the Web. It's an immensely flexible database of downloadable multiple-platform software, bug reports and version announcements.

**TARGET** Massive audience includes 304,000 registered users, development, and IT professionals.

**YOUR BENEFIT** Reach and influence IT staff actively seeking tactical solutions for immediate deployment. With millions of downloads each month, freshmeat.net visitors are a very responsive audience with documented IT buying plans.

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# Reach IT Managers Actively Involved in Making Strategic Purchasing Decisions

## Reach an Audience of Action-Takers

*84% of OSTG's visitors downloaded a product from the site for evaluation. 66% use information on the OSTG sites to support a purchase decision for their business. 43% downloaded a product from the site for evaluation.*

## Buyers and Influencers Require Strategic Intelligence for Critical Purchasing Decisions

**Slashdot.org**
**Linux.com**
**NewsForge.com**
**ITManagersJournal.com**
**SourceForge.net**
**freshmeat.net**

Highly involved in their organizations' purchasing decisions, IT professionals come to OSTG sites in impressive numbers: our technical sites generate more than 16 million visitors, and 225 million page views, every month*. You reach an audience primed to look at your message, absorb useful information that will impact their plans, and send important dollars your way.

### Plans to Buy, Next Twelve Months**

| CATEGORIES | PLANS TO PURCHASE |
|---|---|
| Software: 70% | |
| Storage: 59% | |
| Networking: 58% | |
| Desktops/ Notebooks: 49% | |
| Peripherals: 44% | |
| Servers: 44% | |
| Wireless: 32% | |
| Security: 24% | |

OSTG's IT Visitors are personally responsible for an average of nearly five million dollars in IT purchases annually. Their organizations have IT budgets of $54 million. Their organizations have IT budgets of more than $62 million. This audience makes mission-critical technology buying decisions for their companies.

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# Where Buyers and Influencers Go to See
# Where Technology is Going

**The Leading Global Network for IT and Development Professionals**

*Slashdot.org*

*Linux.com*

*NewsForge.com*

*ITManagersJournal.com*

*SourceForge.net*

*freshmeat.net*

*OSTG provides a unique combination of news, in-depth original articles, downloadable resources, and community forums to help IT buyers, influencers and users make critical decisions about information technology products and services. As one of the largest technology networks on the Web, and the primary destination for the Open Source community, OSTG sites influence buying decisions for businesses across the globe.*

## Audience Snapshot[1]

18 million unique monthly users

9 million average daily page views

Nearly 7 million e-mails

94,000 hosted projects on SourceForge.net

One million registered users on SourceForge.net

## Profile[2]

Average age: 30

97% male

Almost 60% college degree or higher[3]

Average household income: $72,131[3]

## Job Function

26% IT management[2]

22% Corporate management/ staff[2]

33% development-related professionals[2]

## Company Size[2]

33% large company

22% midsize company

45% small company

Average size: 9,605

## Business Purchasing Influence[2]

79% of OSTG's visitors are formally involved in their organization's technology purchase decisions. Of these:

Indivdiual average purchase influence: $4.7 million[2]

Average IT budget for organization: $54 million[2]

## Consumer Purchasing Power[4]

Network visitors plan to spend an average of $2,700 on personal technology and electronics for home use over the next twelve months.

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# Solutions to Meet — and Exceed —
## Your Marketing Objectives

### OSTG Offers a Wide Range of Advertising, Marketing and Sponsorship Programs

*Build your brand, develop ROI programs, increase site traffic, registrations and downloads, or boost your sales — whatever your marketing objective is, OSTG has a marketing program that is right for you.*

### Branding Opportunities

Banners, messaging units, text links, and more are fast, effective, and measurable solutions to help you easily reach your designated target audience.

### Opt-In Newsletters

Deliver your marketing message — html-ads and/or text messages — daily, weekly or monthly straight to the inbox of opted-in audiences with content-targeted newsletters.

### E-Mail List Rental

Thousands of opted-in buyers are just waiting for you to contact them. Sponsor OSTG's opt-in e-mail list and you'll send your message — and your message only — to this highly desirable group.

### Site Sponsorships

Site sponsorships give you maximum visibility and unparalleled exposure to your target audience— including premium logo placement and positioning, exclusive site advertisement, and the opportunity to contribute editorial content.

### Custom Publishing

Leverage OSTG's leadership in the marketplace and our knowledge of technology buyers. We'll partner with you to develop custom publishing solutions that effectively market your company, product or services. Lead generation programs, featured-sponsor content, IRCs (Internet Relay Chats) and more provide you a range of powerful marketing solutions.

### Topic Targeting

Target your audience by technology affinity. Zero in on your target audience in Java, Linux, Windows, PHP, Hardware, Database, and more.

### Solutions Showcase

Integrate your own content into our OSTG sites. Turn-key solutions enable you to deepen our audience's understanding of your company and products.

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# Aggressive Outreach is Integral
## to OSTG's Network-Wide Traffic Growth

### Generating the Right Kind of Traffic to Our Sites is What Sets OSTG Apart From the Competition

*We don't subscribe to the notion of "build it and they will come." We take an aggressive 365-day-a-year approach to building our communities. This approach includes all the elements of a successful marketing program including advertising, promotions, public relations and partnerships with other content providers. Our fingers are always on the pulse of the community, so our content improvements and site enhancements provide the OSTG audience with the information they need and trust to make critical purchasing decisions.*

OSTG's marketing and traffic generation initiatives include major expenditures towards online outreach campaigns:

• Banner ads and site sponsorships on other leading IT and developer-focused sites

• Outbound communications to opt-in e-mail lists that target the right audiences for you

• Strong, consistent exposure at top industry events, conferences, and trade shows

• Partnerships with other leading online brands linking back to our sites and our rich content

• Public relations outreach programs to build the buzz among the media

Our marketing mix contains viral marketing and word-of-mouth programs that not only drive traffic to our two most popular sites — Slashdot for the IT community, and SourceForge.net for the development- and end-user community — but enables us to harness the power of these two well-known brands to drive targeted technology buyers to all of the sites in our network.

All of this adds up to an aggressive, effective program that will deliver results for our sites and most importantly for our advertisers. By partnering with OSTG, you extend your reach into the most important buyers and influencers on the Web today.

### Network Growth, Unique Visitors by Quarter, 2003-2004*
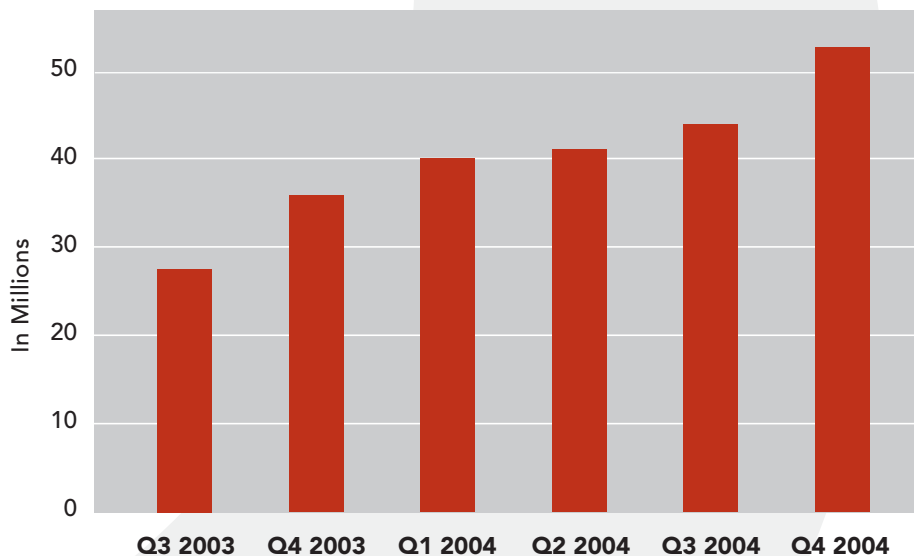


**OSTG has experienced unprecedented network growth in the last several years. As we continue to build our communities through aggressive outreach programs, advertisers will benefit from increased traffic and page views to all of our sites.**

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