

Slashdot DayPass: Reach a Captive Audience of IT Influencers

Better than a takeover....more powerful than a roadblock!

Exclusive, Enhanced Messaging Opportunities

DayPass is Slashdot's exclusive reader-initiated program that provides sponsors with enhanced branding opportunities. It's an innovative, direct way to put your extended audio/video or rich media message in front of the most valuable early-adopter IT audience on the Web today—Slashdot readers.

DayPass enables Slashdot readers to access breaking Slashdot news stories up to thirty minutes before they're posted on the site for the rest of the world to see. As the exclusive DayPass sponsor, you'll reach an audience who *actually opt-in to view your message* as part of their DayPass experience. This is a unique opportunity to expose a captive audience of the most loyal Slashdot readers—IT buyers and influencers—to your brand, products and services through extended, interstitial marketing units, including audio and video.

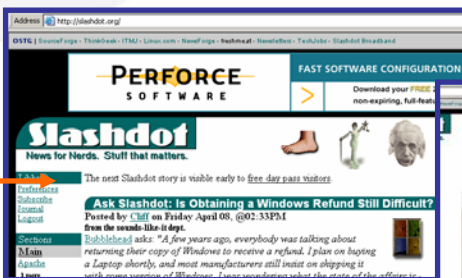
Unparalleled Reach to a Massive Technology Audience

Slashdot is a critical component of the OSTG technology network—the number one network for delivering visitors searching for tech news online*. Known as the "Digital Water Cooler," Slashdot attracts an avid and loyal readership and generates more than two million page views a day.

Sponsor Benefits—Beyond the Banner Branding

When users select the DayPass link that enables them to see breaking news stories before anyone else, they're actually opting-in to see your marketing message. They'll view your interstitial ad for a full 15 seconds before they are given the option to move forward to breaking stories. As Sponsor, you own the interstitial page and all ad units on all DayPass pages—plus, your company name is included in all DayPass links and your logo is prominently displayed on your interstitial page. There is no better way to extend your marketing message to this highly active and highly-influential audience.

Links with
your
company
name



Your interstitial page includes prominent logo placement and your ad creative, up to 1.5 mg



Exclusive ownership of all ad positions on DayPass pages



For more information, contact your sales representative or go to www.ostg.com.



www.ostg.com

- Neilson//NetRatings @Plan Spring 2005 report
 - Traffic data based on internal audits as of 12/16/05.
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