

Media Kit 2008



About

DailyTech is a leading online website that is focused on connecting readers with technology news, products and companies that impact their daily lives. Our focus and structure allows us to uniquely provide an extremely wide audience – from those who are on top of the latest news and trends to those who are on the go and want information quickly.

Who we are

With the Web already home to a large number of publications that provide long and in-depth articles, DailyTech was founded based on today's fast high paced lifestyles.

DailyTech's expert team of editors comes directly from our sister site, AnandTech.com, the largest hardware review site on the web. With a robust community engine in place and the experience to drive content, our clients enjoy a large and broad audience of tech savvy consumers.



DailyTech Visitors

- Monthly page views: 16,100,000
- Monthly unique visitors: 6,300,000
- 85% readers between 18 to 35 years of age
- 98% of all DailyTech readers are male
- 86% visit DailyTech daily or weekly

DailyTech Visitor Profile

- 89% of readers over the age of 18 have attended college
- 72% have a bachelor's degree or higher
- The average DailyTech reader influences the purchasing decisions of 12 other people
- 44% are Managers or Executives
- 20% have an income greater than \$100,000 per year

Why advertise on DailyTech?

- Large technology savvy readership
- Direct syndicated connection to AnandTech.com
- Improve sales and branding on the Internet
- Enhance your company exposure directly to those that purchase or make purchasing decisions



Global Community

DailyTech is a premiere industry online presence with an active global audience. In addition to providing comprehensive news and press coverage, DailyTech provides a unique community structure integrated with the entire publication. This community will deliver immediate and maximum impact for our advertisers. Members share their views and ideas, post questions and receive feedback from our staff of experienced moderators. In addition, the public is encouraged to suggest news and information for publication.

Advertising

DailyTech allows companies to communicate directly with a large range of technology users. Few sites can match the target demographic of the DailyTech reader. Enhance your perceived value as you present yourself to a target audience of tech savvy readers. DailyTech's advertising services are premium offerings for those seeking successful campaigns. Cost effective with a positive ROI – DailyTech gives you the advantage of positioning yourself into greater brand awareness and increased sales.

Branding

Having your brand on DailyTech is a sure way to increase your perceived value. With an impressive list of tier one, active clients, your ad positioning will ensure a quality first impression.



Ad Opportunities

Homepage and Category specific

Get optimal visibility on our most visited pages. Positioned well, you will achieve maximum exposure and the most return.

Geotargeting

DailyTech can geographically target your campaign to meet your needs. Your campaign can be localized one of many geographic region(s).

Standard Banner

Dimensions: 468 x 60 pixels

File Size: 15KB max Formats: GIF or Flash

Looping: 15 sec. of animation max

Leaderboard

Dimensions: 728 x 90 pixels

File Size: 20KB max Formats: GIF or Flash

Looping: 15 sec. of animation max

Tower

Dimensions: 220 x 600 pixels

File Size: 15KB max Formats: GIF or Flash

Looping: 15 sec. of animation max

Box Unit

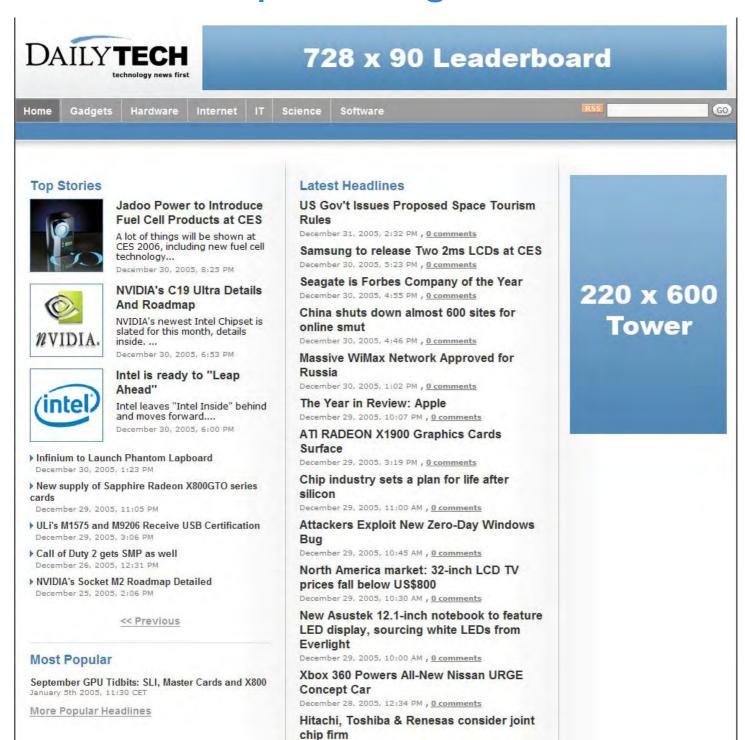
Dimensions: 336 x 280 pixels or 300x250 pixels

File Size: 15KB max Formats: GIF or Flash

Looping: 15 sec. of animation max



Creative positioning





Section Specific Placements





Contact

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