

Hiring Software Developers?

Reach Them Through Think Services

Looking to hire quality software developers? Think Services' flagship brand, Dr. Dobb's Journal, is chosen as the best, most trusted software development magazine year after year by the software development community.¹

Think Services' Flagship Brand - Dr. Dobb's Journal

With the widest circulation of any software development print publication², Dr. Dobb's Journal reaches a qualified circulation of more than 122,000³ subscribers. Software professionals surveyed by Evans Data Corp. have consistently chosen Dr. Dobb's as the industry's best magazine.



Our Audience

- Applications Architects
- Java Programmers
- Web GUI Specialists
- .NET Developers
- C++ Programmers
- Database Developers
- Solutions Architects
- Software Engineers
- J2EE Architects
- Embedded Systems Designers

Your Recruitment Message (Reach Active & Passive Candidates)



Newsletter Sponsorships & Email List Rentals

700,000 registered subscribers.



Print Ads

Qualified circulation of 122,000.
Pass-alongs reach an additional
134,000.



Online Placements

10.1 million unique visitors
each year.



¹ Source: Evans Data Corporation, 2006 Developer Marketing Patterns Survey.

² Publisher's own data

³ Dr. Dobb's Journal June 2006 BPA Circulation Statement

2009 Recruitment Rates



Dr.Dobb's dotnetjunkies sqljunkies

PRINT RATES - DR. DOBB'S JOURNAL

Circulation: Monthly Publication - 122,000 Total Qualified Circulation 2.1 Pass-Along Rate

Target: Sr. Developers, Software Architects and Software Managers

Run of Press - Black & White Rates

	1X	3X	6X	12X	18X	24X
Full Page	\$9,220	\$9,122	\$8,827	\$7,717	\$7,060	\$6,403
2/3 Page	\$7,959	\$7,877	\$7,615	\$6,659	\$6,102	\$5,526
1/2 Island	\$5,716	\$5,634	\$5,470	\$4,792	\$4,363	\$3,967
1/2 Page	\$5,339	\$5,257	\$5,110	\$4,465	\$4,068	\$3,703
1/3 Page	\$3,456	\$3,423	\$3,308	\$2,894	\$2,653	\$2,394
1/4 Page	\$2,686	\$2,653	\$2,555	\$2,256	\$2,064	\$1,851

Run of Press - Four Color Rates

	1X	3X	6X	12X	18X	24X
Full Page	\$10,792	\$10,661	\$10,334	\$9,039	\$8,254	\$7,475
2/3 Page	\$9,335	\$9,220	\$8,942	\$7,810	\$7,119	\$6,459
1/2 Island	\$6,682	\$6,616	\$6,420	\$5,601	\$5,115	\$4,636
1/2 Page	\$6,240	\$6,158	\$5,961	\$5,228	\$4,761	\$4,315
1/3 Page	\$4,061	\$3,996	\$3,881	\$3,376	\$3,095	\$2,812
1/4 Page	\$3,144	\$3,112	\$3,013	\$2,645	\$2,403	\$2,172

Marketplace - Rates

Freq.	Single	Double	Triple	Quadruple
1	\$850	\$1,360	\$1,900	\$2,380
3	\$800	\$1,285	\$1,805	\$2,250
6	\$750	\$1,210	\$1,700	\$2,100
12	\$700	\$1,115	\$1,570	\$1,950
18	\$660	\$1,060	\$1,486	\$1,850
24	\$625	\$1,000	\$1,405	\$1,750

Run of Press - Sizes

Full Page	7" x 9.5"
	7.75" x 10.5" Trim
	8" x 10.75" Bleed
2/3 Page Vertical	4.5" x 9.5"
	4.875" x 10.5" Trim
	5.125" x 10.75" Bleed
1/2 Page Island	4.5" x 6.5"
1/2 Page Horizontal	7" x 4.625"
	7.75" x 5.125" Trim
	8" x 5.375" Bleed
1/2 Page Vertical	3.25" x 9.5"
1/3 Page Vertical	2.25" x 9.5"
1/3 Page Square	4.5" x 4.625"
1/4 Page	3.25" x 4.625"

Marketplace - Sizes

Single	2.185" x 3"
Double Vert.	2.185" x 6.25"
Double Horiz.	4.485" x 3"
Triple Vert.	2.185" x 9.5"
Triple Horiz.	6.765" x 3"
Quadruple	4.475" x 6.235"

ONLINE RATES & TRAFFIC

Traffic (Monthly)

	Uniques	Page Views
Dr. Dobb's Portal	295,000	800,000
.netJunkies	276,000	740,000
.sqlJunkies	114,000	400,000

Rates

IMU (BoomBox):	\$56 CPM
ROS Leaderboard Banner:	\$48 CPM
ROS Skyscraper Banner:	\$42 CPM
Job Postings/Resume Database Access:	Call for Rates

For ad specifications, please visit: <http://www.ubmtechnology.com/adinfo>

ADDITIONAL PRODUCTS

Job Postings on TechCareers and the Beyond Network

Post your open positions on the only job board that delivers both active and passive technology candidates. TechCareers puts your postings in front of top talent through partnerships with targeted websites, print publications and events. Additionally, your positions will be broadcast to all relevant sites within the Beyond.com Network, a network composed of thousands of niche career communities.

Resume Database Access

Our database consists of over 1.1 million technology candidates. Source candidates based on your specific requirements.

Featured Job Listing Bundles

Enhance your ability to reach passive candidates. We take your job and blast it through our network of newsletters, reaching hundreds or thousands of engineering, IT and software professionals each and every day, depending on the job's target. In addition, we feature that same job on relevant partner websites.

Email List Rentals

With a database of millions of opt-in registered users of all levels of experience, geographic areas and industry niches, we can help you reach hundreds of thousands of targeted candidates.

Newsletter Sponsorship

Daily and weekly sponsorship options are available.

Career Center Sponsorship

Prominent online display advertising options for sponsorship of ThinkServices' career center as well as TechCareers.com.

Recruiting Events

Connect directly with top professionals who meet your most difficult staffing requirements. We host career pavilions at many of the top rated technology events in the United States.

TERMS & CONDITIONS

1. New accounts must prepay and file a credit application prior to first insertion. Accounts with approved credit must pay within 30 days of invoice date.
2. Changes and/or corrections must be presented in writing by space closing date to the advertising department. A charge may be made for any alterations required in advertising material.

Rate Card Provisions

1. All orders are subject to acceptance by Think Services at its headquarters in Manhasset, NY.
2. No conditions other than those set forth in this rate card shall be binding upon Think Services unless specifically agreed to by Think Services in writing.
3. Positioning of advertisements is at the sole discretion of Think Services except where a specific position has been agreed to by Think Services in writing.
4. Cancellations or changes to advertising by the advertiser or its agency may not be made after the closing date for the publication or product. Think Services is under no obligation to revise advertising materials not received by the Think Services production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. Think Services assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. Think Services is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond Think Services' control.
7. In consideration of Think Services' publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend Think Services against any and all claims, losses, liabilities, damages and expenses (including attorney's fees) arising out of Think Services' printing, publishing, or distributing, such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall Think Services be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to Think Services for the publication or distribution of such materials.
9. Think Services reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to Think Services.
10. Advertising in Think Services' online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.