



THE LOUNGE

ADVERTISING NETWORK

The Lounge is an exclusive advertising network of trusted and respected publishers focused on Microsoft technologies. We serve **over three million impressions a month** on over 40 of the top .NET sites and blogs. Reach our passionate audience with quality ad placements that deliver results and enhance your brand.

"I have been very happy with the Lounge service and the results I got in terms of clicks. I would not hesitate to recommend it to anyone."

Greg Ennis, bitwidgets.com

"The Lounge provides our company with targeted advertising across it's network that has been fantastic. It's both an affordable solution and an effective one."

Jess Coburn, appliedi.net

Contact Information

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Packages

The easiest way to advertise on The Lounge is to select one of our packages. You can contact us if you have any questions or for a custom quote if one of these packages doesn't meet your needs.

Media Blitz Package

3 months. Minimum 1.6 million impressions.* \$11,500

With the media blitz package you will receive around 540k impressions a month on all of our publishers sites and RSS feeds. You will also receive 12 podcast and 10 screencast sponsorships. This package will keep your product or service in front of the influential developers who frequent our publishers' sites, listen to our podcasts, and watch our screencasts.

Includes:

- Web Publishers Room
- Small Publishers Room
- Silverlight Room
- Open Source Room
- RSS Room
- 12 Podcast sponsorships on the Alt. Net Podcast (4), Herding Code (4), and Deep Fried Bytes (4)
- 10 Video sponsorships with DimeCasts.NET

Web Package

3 months. Minimum 1.6 million impressions.* \$7,500

With the web package you will receive around 540k impressions a month across all of our publishers sites and RSS feeds.

Includes:

- Web Publishers Room
- Small Publishers Room
- Silverlight Room
- Open Source Room
- RSS Room

Trial Package

1 month. Minimum 225 thousand impressions.* \$1,250

Our special trial package will let you try out our two most popular rooms for one month and you can see the results first-hand.

Includes:

- Web Publishers Room
- Small Publishers Room

* You will receive a minimum of the listed impressions, but depending on the number of advertisers and the traffic generated by our publishers it could be more.

Rooms

The Lounge groups publishers into rooms to make selecting the right group and size easy. You can choose to target the publishers that make the most sense for your business instead of buying ads across the entire network.

Web Publishers Room

Minimum 200k impressions*
\$1100 per month

Our largest room, the Web Publishers Room includes some of the most popular .NET bloggers including Scott Hanselman, Phil Haack, Rob Conery, and Ayende Rahien. It also features popular multi-bloggers sites LosTechies, and CodeBetter as well as DotNetKicks.

Small Publishers Room

Minimum 40k impressions*
\$250 per month

Although the publishers in this room might not have the traffic of those in the larger room, they write high-quality blogs and are influential members of the community including over 10 Microsoft MVPs. This room includes bloggers like Steve Harman, Ryan Farley, Ben Scheirman and sites like DimeCasts.NET and Visual Studio Hacks.

Silverlight Room

Minimum 80k impressions
\$500 per month

This room groups together publishers who are focused on Silverlight and gives you the ability to run highly focused ads to this audience. This room includes bloggers like Tim Heur, Shawn Wildermuth, Jeff Blankenburg, and more.

Open Source Room

Minimum 40k impressions
\$250 per month

This room includes the sites of many popular open source .NET projects. Advertising on these sites gives you the ability to reach a audience who is actively looking for solutions or starting new projects.

RSS Room

minimum 200k impressions
\$500 per month

The RSS room includes many of the popular bloggers and sites found in the other Lounge rooms but provides the ability to advertise in their RSS feed. It includes popular bloggers like Rob Conery, Ayende Rahien and sites like DotNetKicks and Visual Studio Hacks.

Podcasts

By sponsoring a .NET focused podcast you can literally speak directly to your target audience.

Herding Code

2500+ downloads an episode
\$250 per episode

A weekly discussion featuring K. Scott Allen (odetocode.com), Kevin Dente, Scott Koon (lazycoder.com), and Jon Galloway.

Alt.Net Podcast

2500+ downloads an episode
\$250 per episode

The first and only podcast focused on ALT.NET topics. Past episodes have covered continuous improvement, agile development, dependency injection, and more.

Deep Fried Bytes

2000+ downloads an episode
\$250 per episode

Deep Fried Bytes is an audio talk show with a Southern flavor hosted by technologists and developers Keith Elder and Chris Woodruff. The show discusses a wide range of topics including application development, operating systems and technology in general.

Screencasts

1000+ downloads an episode
\$100 per episode

By sponsoring a free screen cast you can show your product or service to an attentive developer. DimeCasts.Net is a site that hosts short, concise, targeted and meaningful screencasts targeted at .Net developers.