

# Dice Advertising



TECHNOLOGY AND ENGINEERING • ACCOUNTING AND FINANCE • SECURITY CLEARANCE

## Reaching Technology and Engineering Professionals Where They Live — Online.

Dice advertises with niche tech and engineering sites to capture a targeted audience of highly qualified, uniquely skilled professionals with real-world experience. To maximize reach, Dice also advertises on national radio.

### FEDERATED MEDIA – TECH FEDERATION CHANNEL

[www.federatedmedia.net](http://www.federatedmedia.net)

**Audience: 15.4 Million**

Federated Media provides access to dozens of targeted technology blogs. Examples include:

- TechCrunch is a weblog dedicated to obsessively profiling and reviewing every newly launched Web 2.0 business, product and service.
- DailyTech connects readers with technology news, products and companies that impact their daily lives.
- ReadWriteWeb is ranked among Technorati's Top 20 blogs in the world. It provides Web Technology news, reviews and analysis.
- Mashable is the world's largest blog on Web 2.0 and social networking.
- AnandTech.com is a world-famous home to millions of readers who absorb leading-edge technology content.



### NATIONAL NETWORK RADIO

**Audience: 2.2 Million**

National network, satellite and streaming radio ads across the ABC, CBS, and ESPN networks.



### TECHNORATI

[www.technorati.com](http://www.technorati.com)

**Audience: 16 Million**

Leading blog search engine, indexing more than 1.5 new blog posts and distributing the content to millions of readers.



# Dice Advertising

## MASSIVE

[www.massiveincorporated.com](http://www.massiveincorporated.com)

Audience: 7.5 Million

Places dynamic in-game advertising into popular video games during online play. Includes X-Box titles such as:

Guitar Hero World Tour

James Bond Quantum of Solace

World of War Craft

Madden 09

NBA Live 08



## GLOBALSPEC.COM

[www.globalspec.com](http://www.globalspec.com)

Audience: 497,000

GlobalSpec is the leading specialized information services site serving the engineering, manufacturing and related scientific and technical market segments.



# Dice Advertising

## GLASSDOOR

[www.glassdoor.com](http://www.glassdoor.com)

Audience: 62,000

Career and workplace community for real-time reviews, ratings and salary details.



## LINKEDIN

[www.linkedin.com](http://www.linkedin.com)

Audience: 5.9 Million

An online network of millions of professionals from around the world to find and be found by former colleagues, clients, and partners.



## FACEBOOK

[www.facebook.com](http://www.facebook.com)

Audience: 50.5 Million

A social network that connects people with friends and others who work, study and live around them.

