

`</dream.in.code>`

Programming & Web Development Community

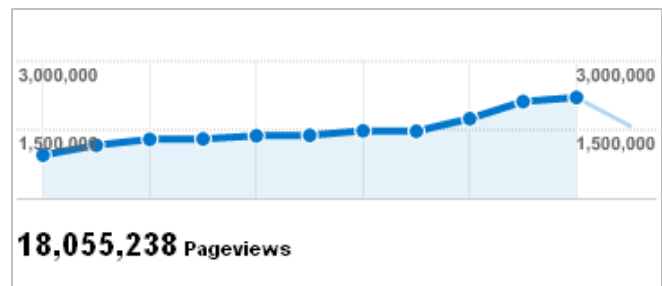
DreamInCode.net
2010 Media Kit

What is Dream.In.Code?

Dream.In.Code is a leading programming and web development community. Founded in 2001, Dream.In.Code offers visitors unique content including thousands of tutorials, code snippets, articles, and forums. We have a captive audience of over 375,000 members and welcome 500 new members each day. Dream.In.Code has doubled in size every year for the past five years. Find out what we can do for your business!

Monthly Statistics

- ✓ 1.75 Million Unique Visitors
- ✓ 3 Million Page Views
- ✓ 12,500+ New Members



Demographics

- ✓ 45% 21-34 Years Old
- ✓ 92% Male Audience
- ✓ 52% From the United States

Dream.In.Code Members Are...

- ✓ **Influencers** - 47% Have input into making purchase decisions.
- ✓ **Early Adopters** – 93% Offer advice on technology to others.
- ✓ **Decision Makers** – 33% Evaluate and set technical requirements.
- ✓ **Online** – 49% Spend 36+ hours online per week.
- ✓ **Changing Jobs** – 52% Plan on changing jobs in the next 6 months.

What's at Dream.In.Code?

✓ Tutorials

- Over 1,500 in 20 topic areas.
- Beginner and advanced

✓ Code Snippets

- Over 5,250 examples
- 22 programming languages

✓ Reference Sheets

- Free to download and print
- C++, Java, VB6, VB.NET, C#, and PHP
- Beginner and advanced

✓ Articles

- Well known industry writers
- Unique and quality content

✓ Forums

- Over 175,000 topics
- 1,000,000+ replies
- 375,000+ members
- Members from **Google**, **Microsoft**, **PayPal**, **Yahoo**, **Facebook** and many other Fortune 500 companies.

Languages & Topics

- ✓ C and C++
- ✓ Visual Basic
- ✓ Java
- ✓ VB.NET
- ✓ C#
- ✓ ASP.NET
- ✓ PHP
- ✓ ColdFusion
- ✓ Perl
- ✓ Python
- ✓ Ruby
- ✓ Databases
- ✓ Game Programming
- ✓ Software Development
- ✓ Computer Science
- ✓ Web Development
- ✓ HTML & CSS
- ✓ JavaScript
- ✓ Graphic Design
- ✓ Flash & ActionScript
- ✓ Blogging
- ✓ SEO & Advertising
- ✓ Web Hosting
- ✓ Freelancing
- ✓ Computer Support
- ✓ Audio & Video
- ✓ Networking
- ✓ Wireless
- ✓ Games

Banner Campaigns

- ✓ 336x280, 300x250, 728x90, 120x600, 160x600
- ✓ Geo Targeting Available
- ✓ Frequency Capping Available

Text Advertising

- ✓ Forum & Topic Headers
- ✓ Partner/Related Site
- ✓ Pinned Forum Topic

Page Peel

- ✓ Innovative & Eye Catching
- ✓ Higher CTR

Homepage Feature

- ✓ 300x250 Above the Fold
- ✓ One Spot Per Month



The screenshot displays the homepage of dream.in.code, a programming and web development community. The page features a navigation bar at the top with links for Home, Forums, Programming, Web Development, Tutorials, Snippets, Blogs, Feedback, Jobs, and Lounge. A search bar is located in the top right corner. The main content area is divided into several sections:

- Programming Help:** A forum thread titled "No Main Method" with a code snippet and a user's question about a "No Main Method" error.
- Advertisements:** Several banners and text ads are visible, including "Coverity Prevent" (a code analysis tool), "Become a Java Expert" (a recruitment offer), ".net Charting" (a charting tool), and "HYPER-PERFORMING AJAX UI" (a web UI library).
- Community Features:** A "Live Java Help!" section, a "Java Tutorials" list, and a "Reference Sheets" section for various programming languages like Java, VB.NET, C#, and PHP.
- Footer:** A footer containing copyright information, contact details, and a list of forum categories.

Contact chris@mediagroup1.com
for current rates.

Monthly Newsletter

Each month we send a newsletter to over 250,000 opt-in subscribers. Our readers have come to expect unique content that isn't available anywhere else. Well known writers contribute quality articles that entice readers to open and read the entire newsletter. Your exclusive sponsorship appears at the top of the newsletter in a prominent position.

Newsletter Sponsorship

- ✓ 280,000+ Opt-In Subscribers
- ✓ Exclusive Sponsorship
- ✓ Industry Leading Delivery Rates
- ✓ Open Rate & CTR Tracking
- ✓ Text/Graphic/HTML Ads

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If you have trouble viewing this email, you can see it online [here](#).
Add noreply@dreamincode.net to your address book to ensure future delivery.

</dream.in.code> Monthly Newsletter
Programming & Web Development Community

Hi %s, you are receiving this newsletter because you are a member of [Dream.In.Code](#). Unsubscribe instructions at end of email.

It's Final Exam Time! - December '08

It's been a few months since our last newsletter. You'd be amazed just how difficult it is to send out a newsletter to 135,000+ members. You can't just fire up Outlook and hit the send button. So with new software, and new servers, we're giving this another shot.

If you haven't already voted in the "2008 Dream.In.Code Community Awards", please take a second to show our dedicated team of contributors, authors, experts, mentors, and team members some love. Winners will be announced on December 16.

In the coming months, we'll be giving Dream.In.Code a long overdue face lift. But before we start, we want your feedback. Vote for the features you'd like to see in the next version and share your own ideas at our UserVoice feedback forum: <http://dreamincode.uservoice.com>

We've launched a new area in our forums for those of you who are interested in [Freelancing](#). You can talk with other freelancers about how to find clients, how to handle invoicing, contracts, and all the other fun stuff that goes along with being self-employed.

If you're not already a dedicated reader of [Martyr2's Programming Underground](#) blog, you should check out his [most recent blog entry](#) where he discusses what the next version of VB.NET (VB.NET 10) has in store.

That's what's going on in the community. Here's what else you'll find in this newsletter:

- [Live Programming Help](#)
- [Feature: What it Takes to be a Great Technical Lead](#)
- [Dream.In.Code Tips n' Tricks](#)
- [Software Development Magazines](#)
- [Interesting Forum Topics](#)
- [Featured Contributor](#)
- [Featured Author](#)

 Thanks for reading,
Chris Kenworthy
Head D.I.C Head
([skyhawk139](#))

Live Programming Help

If you're looking for help with your homework, a work project, or a program you're developing... the experts at LivePerson.com can help you now! They have experts in C, C++, Visual Basic, Java, VB.NET, C#, HTML, JavaScript, PHP, and even databases.

 [There are 15 Experts Online Right Now!](#)

What It Takes to be a Great Technical Lead

Written by Davy Brion

Most teams have some kind of technical lead in place. They're often referred to as the 'dev lead', or the 'lead developer' or the 'lead programmer' or whatever. Some people are great fits for this role, and some simply aren't. Below is my list of what I think makes for a great technical lead. Note: I'm not claiming that I live up to all of this, although I do try to.

- You obviously need strong technical skills. You are responsible for the final result, so you better make sure that there is a solid technical foundation for the team to build upon. This doesn't mean that you should build this foundation entirely yourself. Preferably, you involve your teammates into this as much as possible. You're also responsible for fixing technical issues that your teammates can't solve. You either fix it, or when that's not possible you should figure out an acceptable work-around. Be sure that your teammates are fully aware of the details of the solution or the work-around.
- You have to be able to teach your teammates. As a technical lead it is your duty to improve the skills of your teammates. No matter how good you may be, if you can't transfer that knowledge and those skills, you're not doing a good job as a technical lead. If there are some core principles or practices that you want them to apply to their work, you need to make sure that each and every one of them really 'gets' it. You need to be willing to invest the time and effort it takes to achieve that.
- You need to trust your teammates. This isn't always easy, especially when it's about someone who hasn't progressed as far or as fast as you would've liked him to. But it is definitely necessary. If a teammate realizes that you trust him, he will usually respond with improved output. It might not always be everything you hoped for... but either his effort, or the quality of the work will improve. Keep trusting the teammate, and eventually both will improve. Which actually happens a lot sooner than most people would think.
- Stimulate self-organization. I know a lot of people don't believe in self organizing teams. And to an extent, that disbelief is somewhat valid. There always has to be one or a couple of people who have some kind of leadership role (be it officially or not). Those leadership roles do not prevent self organizing teams though, in fact, I'd say they enable them. Do not simply assign tasks to your teammates all the time. Organize planning meetings where members can choose the tasks they will do. Make sure there is always some kind of balance though. You really need to prevent that person A always gets the tasks or that person B always get the funnest tasks. Mix it around it a little and try to make sure that the fun/crap ratio is never out of whack.
- Don't keep the coolest technical tasks for yourself. If the project

Advertisers

Below are just a few of the hundreds of companies that have found success advertising on Dream.In.Code recently:



Contact chris@mediagroup1.com for more information.