



# ECLIPSE ZONE JAVALOBBY

## DeveloperZone Network Opt in Email Program

The DeveloperZone (DZone.com) Network is the "super-center" for a thriving community of software development professionals worldwide. Its community of readers and participants represents the most active and sophisticated technologists working with Java, Eclipse, Ajax, and related technologies today.

The network offers developers free developer forums, newsletters, feature articles, blogs, source code, book and software downloads plus much more. There are 30 technical "Zones" including the following:

- JavaLobby.org – "the Java best-practices bee-hive"
- EclipseZone.com – the open-source platform based on Java
- Jdocs.com – API's, documentation, and more.
- .Net Zone – for .Net developers everywhere
- SQL Zone – 87.2% of Dzone members are active in SQL & database
- Server Zone – for server-side developers
- CSS Zone – 78% of DZone members are active CSS/HTML.

Further stats:

- 73.6% active in enterprise systems
- 85.6% active in software architecture
- 75.5% active with Eclipse

With a network membership exceeding 150,000 application developers and managers across every industry and throughout the enterprise, marketers of developer tools, conferences, and more can be assured their message reaches a qualified audience with budget and purchase authority.

Creative requirements:  
Advertiser must include physical address and a working opt out link.  
All images must be hosted by advertiser.  
HTML and Text versions of email should be provided.  
Creative/offer/advertiser are subject to list owner approval.



Contact: Bernie Ryan (bryan@directeffectmedia.com)  
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[info@directeffectmedia.com](mailto:info@directeffectmedia.com)

Updated: Daily

Source: Internet  
Registration/Newsletter  
Subs

Quantity: 97,256  
Rate: Full list \$15,000  
Partial (20K emails) \$ 6,250

Order Minimum

20,000

Transmission Included  
File Suppression Inquire

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Link tracking is available if requested at \$100/F for a maximum of 3 urls.  
Additional links: \$30 ea  
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20% Comm to recognized list brokers.

Orders cancelled after testing will be subject to a \$500 cancel fee.

Orders cancelled within 48 hours of scheduled deployment must pay in full.

We believe the information concerning this list is correct, but Direct Effect Media Services, Inc. does not guarantee its accuracy or the outcome of any mailing using this list.

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