



DAILY**TECH**

Media Kit 2008

About

DailyTech is a leading online website that is focused on connecting readers with technology news, products and companies that impact their daily lives. Our focus and structure allows us to uniquely provide an extremely wide audience – from those who are on top of the latest news and trends to those who are on the go and want information quickly.

Who we are

With the Web already home to a large number of publications that provide long and in-depth articles, DailyTech was founded based on today's fast high paced lifestyles.

DailyTech's expert team of editors comes directly from our sister site, AnandTech.com, the largest hardware review site on the web. With a robust community engine in place and the experience to drive content, our clients enjoy a large and broad audience of tech savvy consumers.

DailyTech Visitors

- Monthly page views: 16,100,000
- Monthly unique visitors: 6,300,000
- 85% readers between 18 to 35 years of age
- 98% of all DailyTech readers are male
- 86% visit DailyTech daily or weekly

DailyTech Visitor Profile

- 89% of readers over the age of 18 have attended college
- 72% have a bachelor's degree or higher
- The average DailyTech reader influences the purchasing decisions of 12 other people
- 44% are Managers or Executives
- 20% have an income greater than \$100,000 per year

Why advertise on DailyTech?

- Large technology savvy readership
- Direct syndicated connection to AnandTech.com
- Improve sales and branding on the Internet
- Enhance your company exposure directly to those that purchase or make purchasing decisions

Global Community

DailyTech is a premiere industry online presence with an active global audience. In addition to providing comprehensive news and press coverage, DailyTech provides a unique community structure integrated with the entire publication. This community will deliver immediate and maximum impact for our advertisers. Members share their views and ideas, post questions and receive feedback from our staff of experienced moderators. In addition, the public is encouraged to suggest news and information for publication.

Advertising

DailyTech allows companies to communicate directly with a large range of technology users. Few sites can match the target demographic of the DailyTech reader. Enhance your perceived value as you present yourself to a target audience of tech savvy readers. DailyTech's advertising services are premium offerings for those seeking successful campaigns. Cost effective with a positive ROI – DailyTech gives you the advantage of positioning yourself into greater brand awareness and increased sales.

Branding

Having your brand on DailyTech is a sure way to increase your perceived value. With an impressive list of tier one, active clients, your ad positioning will ensure a quality first impression.

Ad Opportunities

Homepage and Category specific

Get optimal visibility on our most visited pages. Positioned well, you will achieve maximum exposure and the most return.

Geotargeting

DailyTech can geographically target your campaign to meet your needs. Your campaign can be localized one of many geographic region(s).

Standard Banner

Dimensions: 468 x 60 pixels

File Size: 15KB max

Formats: GIF or Flash

Looping: 15 sec. of animation max

Leaderboard

Dimensions: 728 x 90 pixels

File Size: 20KB max

Formats: GIF or Flash

Looping: 15 sec. of animation max

Tower

Dimensions: 220 x 600 pixels

File Size: 15KB max

Formats: GIF or Flash

Looping: 15 sec. of animation max

Box Unit

Dimensions: 336 x 280 pixels or 300x250 pixels

File Size: 15KB max

Formats: GIF or Flash

Looping: 15 sec. of animation max

Creative positioning

Top Stories



Jadoo Power to Introduce Fuel Cell Products at CES

A lot of things will be shown at CES 2006, including new fuel cell technology...

December 30, 2005, 8:25 PM



NVIDIA's C19 Ultra Details And Roadmap

NVIDIA's newest Intel Chipset is slated for this month, details inside. ...

December 30, 2005, 6:53 PM



Intel is ready to "Leap Ahead"

Intel leaves "Intel Inside" behind and moves forward....

December 30, 2005, 6:00 PM

▶ **Infinium to Launch Phantom Lapboard**

December 30, 2005, 1:23 PM

▶ **New supply of Sapphire Radeon X800GTO series cards**

December 29, 2005, 11:05 PM

▶ **ULi's M1575 and M9206 Receive USB Certification**

December 29, 2005, 3:06 PM

▶ **Call of Duty 2 gets SMP as well**

December 26, 2005, 12:31 PM

▶ **NVIDIA's Socket M2 Roadmap Detailed**

December 25, 2005, 2:06 PM

[<< Previous](#)

Most Popular

September GPU Tidbits: SLI, Master Cards and X800
January 5th 2005, 11:30 CET

[More Popular Headlines](#)

Latest Headlines

US Gov't Issues Proposed Space Tourism Rules

December 31, 2005, 2:32 PM , [0 comments](#)

Samsung to release Two 2ms LCDs at CES

December 30, 2005, 5:23 PM , [0 comments](#)

Seagate is Forbes Company of the Year

December 30, 2005, 4:55 PM , [0 comments](#)

China shuts down almost 600 sites for online smut

December 30, 2005, 4:46 PM , [0 comments](#)

Massive WiMax Network Approved for Russia

December 30, 2005, 1:02 PM , [0 comments](#)

The Year in Review: Apple

December 29, 2005, 10:07 PM , [0 comments](#)

ATI RADEON X1900 Graphics Cards Surface

December 29, 2005, 3:19 PM , [0 comments](#)

Chip industry sets a plan for life after silicon

December 29, 2005, 11:00 AM , [0 comments](#)

Attackers Exploit New Zero-Day Windows Bug

December 29, 2005, 10:45 AM , [0 comments](#)

North America market: 32-inch LCD TV prices fall below US\$800

December 29, 2005, 10:30 AM , [0 comments](#)

New Asustek 12.1-inch notebook to feature LED display, sourcing white LEDs from Everlight

December 29, 2005, 10:00 AM , [0 comments](#)

Xbox 360 Powers All-New Nissan URGE Concept Car

December 28, 2005, 12:34 PM , [0 comments](#)

Hitachi, Toshiba & Renesas consider joint chip firm

220 x 600 Tower

Section Specific Placements

728 x 90 Leaderboard



Hardware

Intel is ready to "Leap Ahead"

Brandon Hill - December 30, 2005 6:00 PM

[Print article](#) | [Email article](#)

Intel leaves "Intel Inside" behind and moves forward.

We [linked to a story](#) yesterday which talked about the possibility of Intel ditching its 14 year old "Intel Inside" tagline in January of 2006. Considering that the branding has helped Intel to become the [fifth most valuable brand](#) in the world, it was quite a shock that the company was thinking about pushing it aside. Today's [Wall Street Journal](#) [subscription required] confirms that rumor and Intel is indeed overhauling its corporate branding.

While we have previously talked about Intel's new product branding which you can view [here](#), it's the new tagline, Leap Ahead, that is the most interesting to us. Intel is trying to get away from being known solely as a manufacturer of processors for computers and become a dominant force in all things related to consumer electronics.

People scoffed at NVIDIA when they said that they were going to get away from solely providing chips for graphics card and become a platform-centric company. The move worked for NVIDIA and they are now happy to provide stable computing platforms for both AMD and Intel in addition to mobile phones, PDAs and gaming consoles. Intel has already shown their ability to market their platforms on a large scale with their hugely successful Centrino mobile campaign. The company looks to do the same for Media PCs with Viiv. With increased competition coming at all sides from AMD, Intel's change of direction to adapt to changing market conditions couldn't come at a more opportune time.

300 x 280 or 300 x 250 Box Unit

Latest Headlines

- US Gov't Issues Proposed Space Tourism Rules**
December 31, 2005, 2:32 PM
- Music downloads more than double in 2005**
December 31, 2005, 5:02 AM
- Mount St. Helens Still Oozing Lava**
December 31, 2005, 1:15 AM
- Samsung to release Two 2ms LCDs at CES**
December 30, 2005, 5:23 PM
- Seagate is Forbes Company of the Year**
December 30, 2005, 4:55 PM
- China shuts down almost 600 sites for online smut**
December 30, 2005, 4:46 PM

[More Headlines](#)

Most Popular

- ATI's 512-bit Ring Bus and R520 Product Naming**
January 5th 2005, 11:30 CET
- Intel's 65nm Gameplan: Presler and Cedar Mill Updates**
January 5th 2005, 11:30 CET
- September GPU Tidbits: SLI, Master Cards and X800**
January 5th 2005, 11:30 CET
- Intel's 65nm Gameplan: Presler and Cedar Mill Updates**
January 5th 2005, 11:30 CET
- September GPU Tidbits: SLI, Master Cards and X800**
January 5th 2005, 11:30 CET

Comments Threshold [Change](#)

[Refresh](#) | [Show All](#) | [Top](#) | [Create Account](#) | [Login](#)

Contact

LMCD Marketing

dailytech.com

(775) 853-8020

2248 Meridian Blvd. Suite H

Minden, NV 89423

United States