

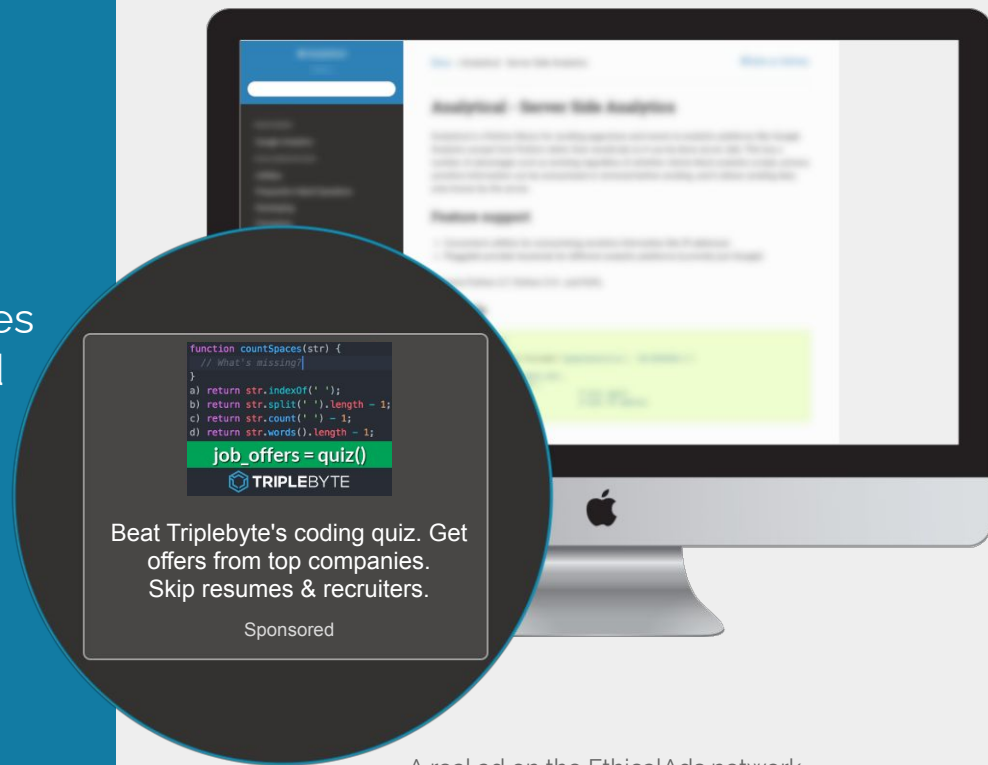
Reach millions of developers

Advertising Prospectus Q1 2021



Millions of developers come to our sites each month.

Your ads will appear on high quality sites for relevant open source projects and developer-focused sites. We have helped dozens of successful companies promote their software products, SaaS services, and job openings to our 100% software developer audience.



A real ad on the EthicalAds network

Reaching the right audience

Geographic targeting

We support geo-targeting to the country level. This allows you to target your messages to specific countries of interest, or exclude a set of countries that aren't relevant to your ads.

In the USA, we also support targeting by state although this can cause prices to vary.

Content (keyword) targeting

You can also target to specific content such as programming languages, specific technologies or frameworks, or topics of interest such as security, web development, or devops.

Our publisher network

The EthicalAds network is made up of about 50 different developer-focused sites including our own site Read the Docs



[Read the Docs](#)

We got our start showing ads on Read the Docs which is a site for hosting open source software documentation.

Read the Docs hosts docs for thousands of open source projects.



[JSBin](#)

JSBin is a tool for experimenting with web languages like HTML, CSS, and JavaScript.

If your target audience is frontend web development, your ads will on JSBin and similar sites.



[Flask](#)

Flask is a backend web framework built in Python.

If you your advertising focus is backend web development, your ads will show on Flask's documentation among other high quality sites.

If you want to know some of the top sites for your desired targeting, please ask!


Reporting & Metrics

After becoming an advertiser, you will get a login to a reporting interface to see the live status of your running campaigns.

You can compare different ads in order to optimize the performance of your campaign.

You can also see the top performing geos and publishers where your ad appears.

Results for PyCascades 2020 (pycascades-2020)

| <div><div><p>PyCascades 2020: 20 talks, Feb 8-9, Portland, Oregon. Tickets on sale now!</p></div><div><p>Community ad This ad is done for the benefit of the community</p><p>Display RTD Sidebar</p><p>Filters</p><ul style="list-style-type: none">• Include countries: Canada, United States of America• Include keywords: python</div></div> | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|---------------|---------------|
| Day (UTC) | Views | Clicks | Cost | CTR |
| Jan. 20, 2020 | 3,437 | 2 | \$0.00 | 0.058% |
| Jan. 19, 2020 | 2,069 | 0 | \$0.00 | 0.000% |
| Jan. 18, 2020 | 2,120 | 1 | \$0.00 | 0.047% |
| Jan. 17, 2020 | 5,062 | 4 | \$0.00 | 0.079% |
| Jan. 16, 2020 | 5,345 | 2 | \$0.00 | 0.037% |
| Jan. 15, 2020 | 7,654 | 5 | \$0.00 | 0.065% |
| Jan. 14, 2020 | 10,368 | 8 | \$0.00 | 0.077% |
| Jan. 13, 2020 | 4,059 | 4 | \$0.00 | 0.099% |
| Total | 40,114 | 26 | \$0.00 | 0.065% |

A real advertising report

Ad specifications

Text & Image advertisements

- Images: 240*180px (displayed at 120*90)
- Text: Up to 100 characters
- Images are shown near the text, either above or beside it, depending on the design of the publisher's site
- Copy can be selective italicized or bolded
- Ads can also be shown as text-only ads if you opt into that, increasing distribution among our publisher network.
- For a live example, see <https://flask.palletsprojects.com/>

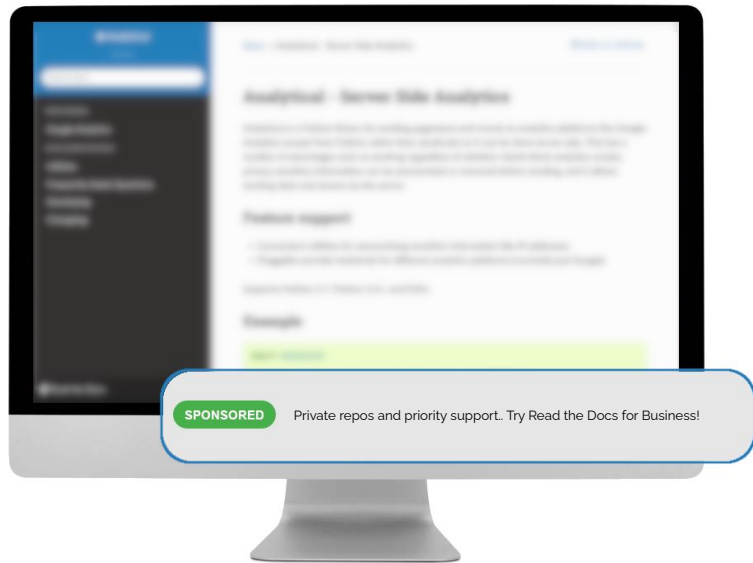


Sidebar ad

Ad specifications

Text-only advertisements (no image)

- Text-only ads can show at the bottom of the page and scroll when the user scrolls for maximum visibility.
- Text ads can also be integrated into the main content of the site, appearing above the primary content of the page.
- Text requirements are exactly the same as the sidebar ads (up to 100 characters) so the same copy can be used.
- For a live example, see <https://jsbin.com>



Text-only fixed footer ad

Our rates and packages

| Startup Package |
|-----------------------------------------------------------------------------|
| 125k impressions |
| Set Geographic targeting (North America, Europe, Australia, New Zealand) |
| Single topic targeting |
| Performance reporting |
| \$500 |

| Premium Package |
|-----------------------------------|
| 400k impressions |
| Everything in the Startup Package |
| Additional targeting options |
| Best Value |
| \$1500 |

Prices assume geographic targeting for North America, Western Europe, and Australia/New Zealand. Prices for other regions and content targeting can vary. For veteran advertisers with more specific needs, we are happy to work together on a custom campaign for your budget and target audience.

Detailed rates and targeting

For campaigns interested in targeting specific topics or regions, we offer slightly different prices to balance the demand. Prices are in cost per thousand impressions (CPM) with a \$1500 minimum ad buy.

| Topic | USA Canada | Europe Australia New Zealand | Global |
|-----------------------------------|---------------|------------------------------------|--------|
| Data science and machine learning | \$5.00 | \$4.50 | \$1.50 |
| Backend web development | \$4.50 | \$4.00 | \$1.25 |
| Frontend web / JavaScript | \$4.50 | \$4.00 | \$1.25 |
| Security and privacy | \$5.00 | \$4.50 | \$1.50 |
| DevOps | \$5.00 | \$4.50 | \$1.50 |
| Python | \$4.50 | \$4.00 | \$1.25 |
| Geographic targeting only | \$4.00 | \$3.50 | \$1.00 |

More niche targeting is possible although campaigns may take longer to fulfill due to availability. Inquire for details.

Ready to get started?

If you're ready to supercharge your advertising, get in touch



David Fischer

Advertising, Security & Privacy



Eric Holscher

Cofounder

Reach both of us at ads@ethicalads.io