

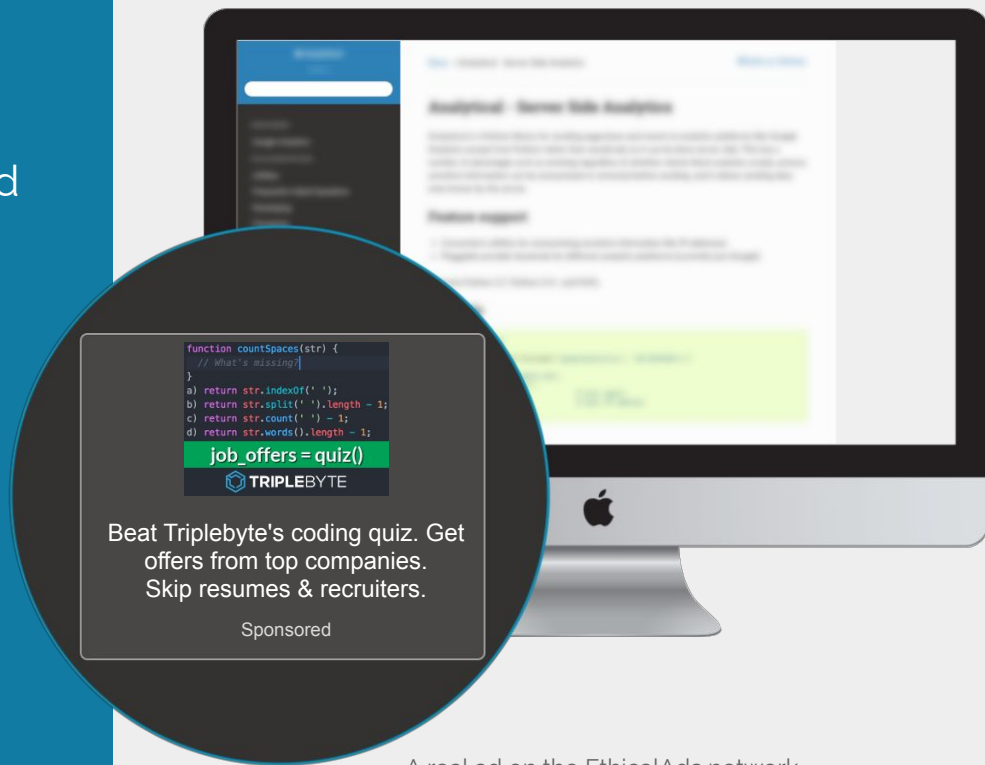
# Reach millions of developers.

Advertising Prospectus Q1 2022



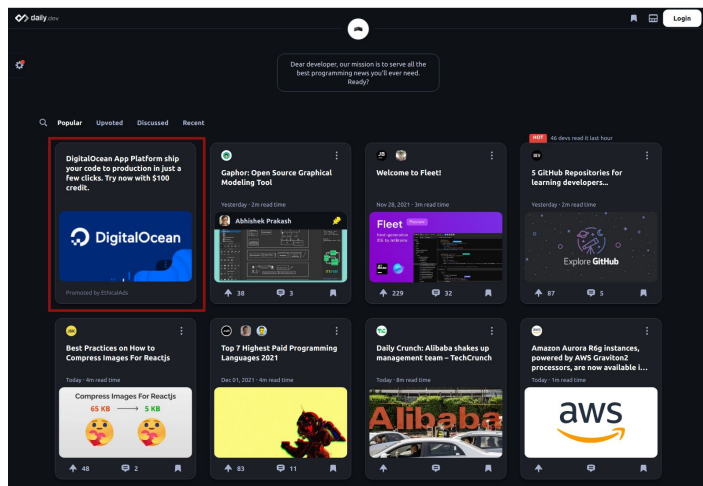
# Connect with engaged developers

- Your ads appear on hand-approved developer sites and open source projects.
- No off-topic sites. Our audience is 100% developers and not just tech adjacent.
- We've helped hundreds of companies promote their software products, SaaS services, and job openings.



A real ad on the EthicalAds network

# Engaged developers are hard to reach but we can help



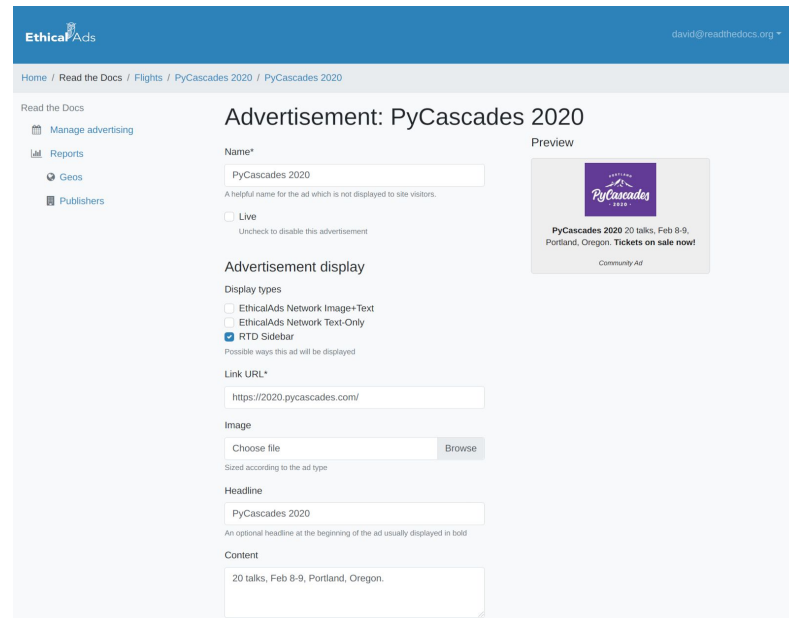
An ad from our network on daily.dev, one of our publishers

- We show you exactly how your ads are performing in real-time.
- Don't wonder where your ads are shown. We are transparent about that and we keep your brand safe.
- We show you precisely how each ad is performing on a day by day basis.
- We put you in control of your ads!

# Take charge of your advertising

With our advertiser platform, you're in control of your campaign. You can:

- Run multiple ad variations and see what resonates best
- Change out ads while your campaign is running
- View ad performance reports by ad, day, geo, or publisher



The screenshot shows the EthicalAds advertiser platform interface. The top navigation bar includes the EthicalAds logo and the user email 'david@readthedocs.org'. The main content area is titled 'Advertisement: PyCascades 2020' and includes a sidebar with navigation links: 'Read the Docs', 'Manage advertising', 'Reports', 'Geos', and 'Publishers'. The main form contains the following fields and options:

- Name\***: A text input field containing 'PyCascades 2020'. Below it, a note states: 'A helpful name for the ad which is not displayed to site visitors.'
- Live**: A checkbox labeled 'Live' with the subtext 'Uncheck to disable this advertisement'.
- Advertisement display**: A section with 'Display types' including three options: 'EthicalAds Network Image+Text' (unchecked), 'EthicalAds Network Text-Only' (unchecked), and 'RTD Sidebar' (checked). Below this, it says 'Possible ways this ad will be displayed'.
- Link URL\***: A text input field containing 'https://2020.pycascades.com/'.
- Image**: A section with a 'Choose file' button and a 'Browse' button. Below it, it says 'Sized according to the ad type'.
- Headline**: A text input field containing 'PyCascades 2020'. Below it, a note states: 'An optional headline at the beginning of the ad usually displayed in bold'.
- Content**: A text input field containing '20 talks, Feb 8-9, Portland, Oregon.'

A preview of the advertisement is shown on the right, featuring a purple logo for 'PyCascades 2020' and the text 'PyCascades 2020 20 talks, Feb 8-9, Portland, Oregon. Tickets on sale now!' with a 'Community Ad' label below it.

A screenshot of our advertiser platform

## What our advertisers say...

"The CPL is much lower than other digital advertisement offers, and the audience is tailored to our mission."



Amy Hays

Digital Marketing Manager at Tidelift



"Seriously, EthicalAds has been such a pleasure to work with!"



Lexi Lambert

Marketing and Operations Manager at SuperOrbital



## Our publisher network

The EthicalAds network is made up of about 100 different developer-focused sites including our own site Read the Docs. Each publisher is hand-approved so we keep your brand safe.



### 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 show on JSBin and similar sites.



### Flask

Flask is a backend web framework built in Python.

If 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!

## **How it works: 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 (topic) 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.

If you want to focus on a niche audience and you don't see it listed, don't hesitate to ask.

## Rates and targeting

Our prices differ by topic and by geography and rates change quarterly to balance availability and demand. Prices are in cost per thousand impressions (CPM) with a \$1,000 minimum ad buy.

**We offer an automatic 10% discount for ad buys of \$3,000 or more.**

Topic	US & Canada only	US, Canada, Europe, Australia, & New Zealand	Europe, Australia, or New Zealand only	Japan, Korea, Hong Kong, & Singapore	Rest of the world
Data science / machine learning	\$6.00	\$5.50	\$4.75	\$2.50	\$1.00
Security / privacy	\$5.50	\$5.00	\$4.50	\$2.25	\$0.85
DevOps	\$5.50	\$5.00	\$4.50	\$2.25	\$0.85
Frontend web / JavaScript	\$5.50	\$5.00	\$4.50	\$2.25	\$0.85
Backend web development	\$5.00	\$4.50	\$4.00	\$2.00	\$0.75
Python	\$5.00	\$4.50	\$4.00	\$2.00	\$0.75
All developers	\$4.70	\$4.10	\$3.50	\$1.50	\$0.66

For a truly global ad buy, we recommend splitting your budget between your desired regions.



## Example campaigns

Example Campaign #1
300k impressions
Geo targeting EU, Australia, New Zealand
Topic targeting All developers
Rate \$3.50 CPM
\$1,050

Example Campaign #2
1,000k impressions
Geo targeting US & Canada only
Topic targeting Backend web developers
Rate \$5.00 CPM - 10% discount
\$4,500

We can put together a custom campaign that fits your budget and meets your advertising goals.

# 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
- Optional bold headline or call to action
- 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/>

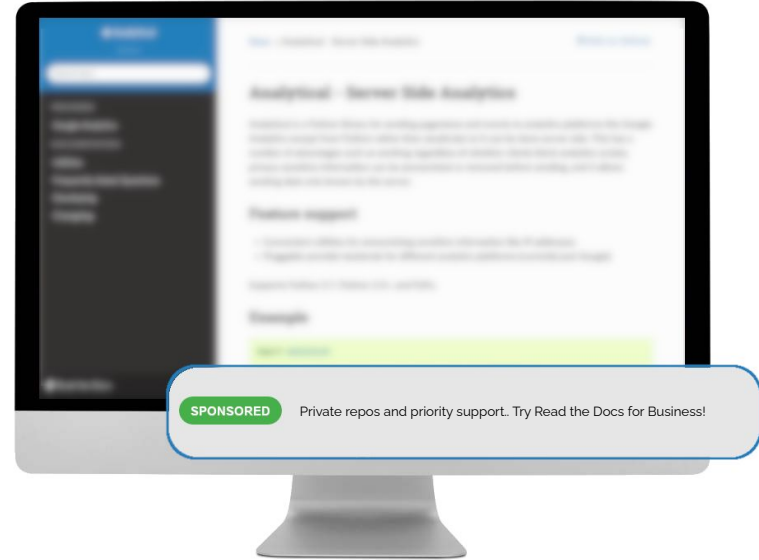


Sidebar ad

# 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

## Ready to get started?

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



**David Fischer**

Advertising, Security & Privacy



**Eric Holscher**

Cofounder



**Ra Cohen**

Advertiser & Publisher  
Relationships

Reach all of us at [ads@ethicalads.io](mailto:ads@ethicalads.io)