

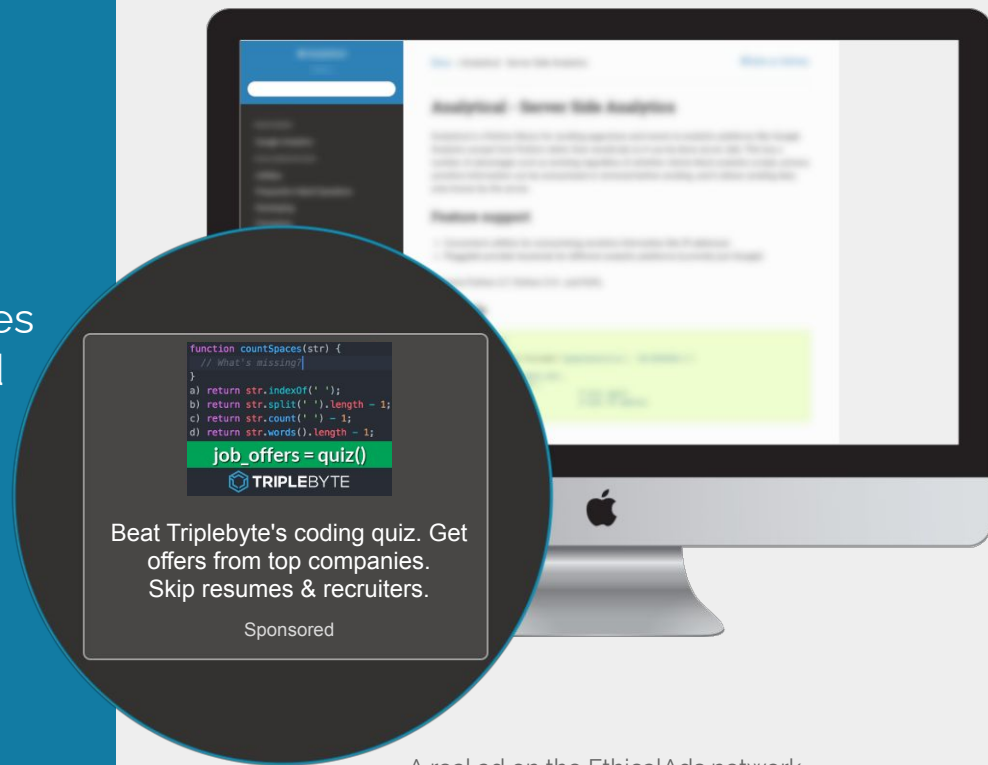
# Reach millions of developers.

Advertising Prospectus Q3 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 (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.

## 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!

## 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

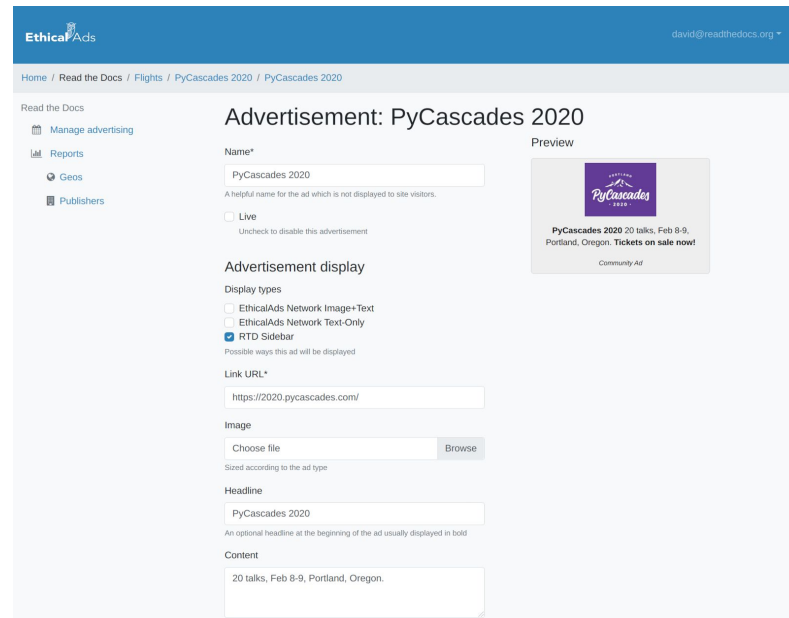
Marketing and Operations Manager at SuperOrbital



# 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 breadcrumb trail is 'Home / Read the Docs / Flights / PyCascades 2020 / PyCascades 2020'. The left sidebar shows a menu with 'Read the Docs', 'Manage advertising', 'Reports', 'Geos', and 'Publishers'. The main content area is titled 'Advertisement: PyCascades 2020' and includes a 'Preview' section showing a sample ad with the PyCascades logo and text: 'PyCascades 2020 20 talks, Feb 8-9, Portland, Oregon. Tickets on sale now!'. The form fields include: 'Name\*' (PyCascades 2020), 'Live' checkbox (unchecked), 'Advertisement display' section with 'Display types' (EthicalAds Network Image+Text, EthicalAds Network Text-Only, RTD Sidebar - selected), 'Link URL\*' (https://2020.pycascades.com/), 'Image' section with 'Choose file' and 'Browse' buttons, 'Headline' (PyCascades 2020), and 'Content' (20 talks, Feb 8-9, Portland, Oregon.).

A screenshot of our advertiser platform

# Reporting & metrics

## Results for PyCascades 2020 (pycascades-2020)

 PyCascades 2020: 20 talks, Feb 8-9, Portland, Oregon. Tickets on sale now!				
<b>Community ad</b> This ad is done for the benefit of the community				
<b>Display</b> RTD Sidebar				
<b>Filters</b> <ul style="list-style-type: none"><li>• Include countries: Canada, United States of America</li><li>• Include keywords: python</li></ul>				
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%
<b>Total</b>	<b>40,114</b>	<b>26</b>	<b>\$0.00</b>	<b>0.065%</b>

A real advertising report

Our reporting interface shows you:

- Your exact spend and performance on a day by day basis
- How each ad you're running is performing
- How much is left on your campaign and when it should wrap up
- The top performing geos and publishers for your ads

## Rates and targeting

Our prices differ by topic and by geography and rates change quarterly to balance 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	USA & Canada only	North America, Europe, Australia, & New Zealand	Europe, Australia, or New Zealand only	Near Global
Data science / machine learning	\$6.00	\$5.50	\$4.75	\$1.25
Security / privacy	\$5.50	\$5.00	\$4.50	\$1.15
DevOps	\$5.50	\$5.00	\$4.50	\$1.15
Backend web development	\$5.00	\$4.50	\$4.00	\$1.00
Frontend web / JavaScript	\$5.00	\$4.50	\$4.00	\$1.00
Python	\$5.00	\$4.50	\$4.00	\$1.00
Geographic targeting only	\$4.25	\$3.60	\$3.00	\$0.75

Cost per click (CPC) pricing is available. Lower pricing is possible without guaranteed inventory. Inquire for details.

Near global targeting has a small list of excluded countries. For other region prices, inquire for details.



## Example campaigns

Example Campaign #1
300k impressions
Geo targeting North America, EU, Australia, New Zealand
Topic targeting All developers
Rate \$3.33 CPM
\$999

Example Campaign #2
1000k impressions
Geo targeting US & Canada only
Topic targeting Backend web developers
Rate \$4.50 CPM - 10% discount rate
\$4,050

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
- 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/>

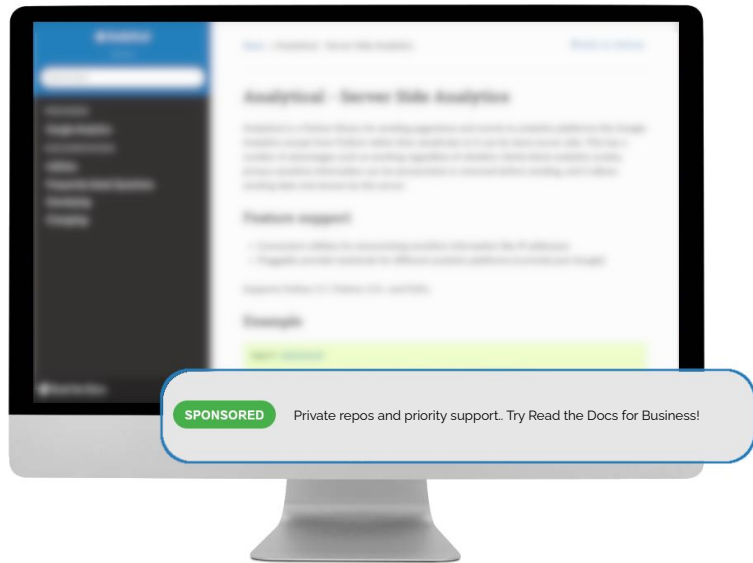


Sidebar ad

# 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

## 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)