

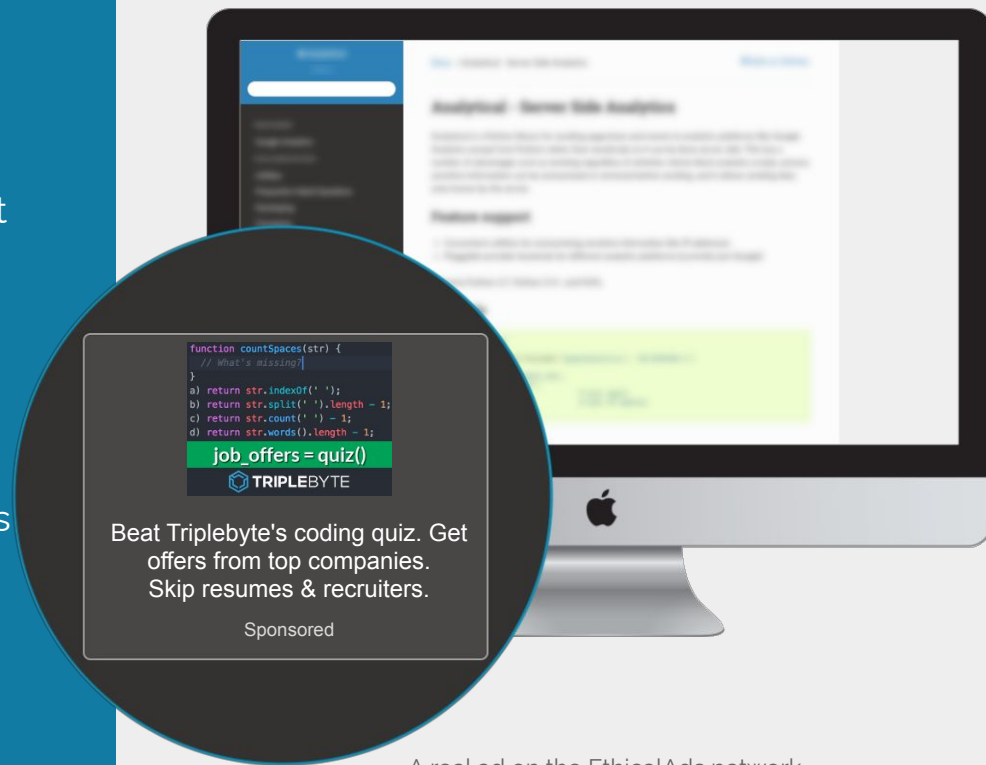
Reach millions of developers.

Advertising Prospectus Q2 2023



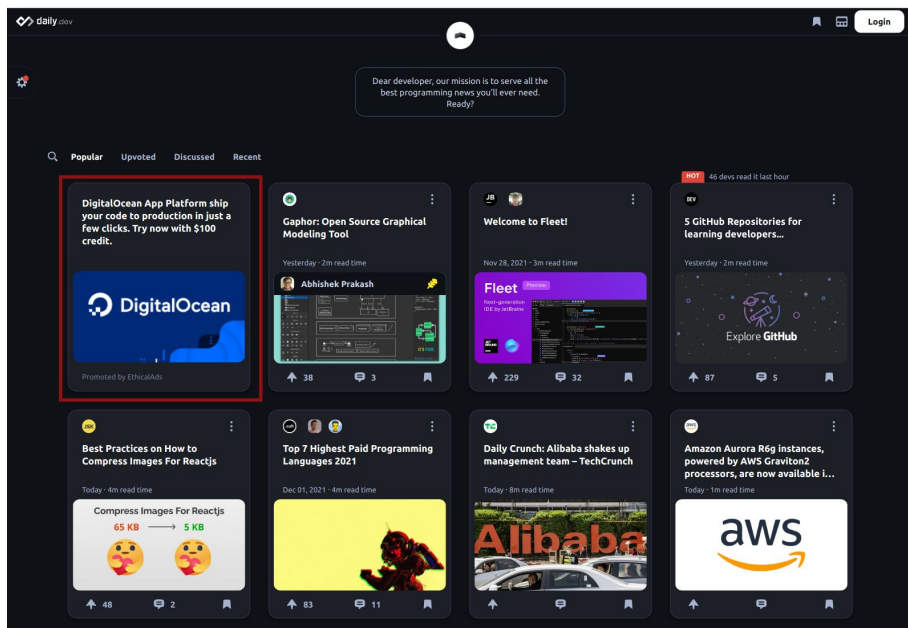
Transparently connect with engaged developers

- Reach a **100% developer audience**, not just tech adjacent
- Over 35M+ monthly ad impressions
- 150 hand-approved publishers
- Unobtrusive image+text or text-only ads
- Ads are targeted by geography and content. Want to reach US and Canadian data scientists? We can help!



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

- Always know how your campaign is doing with real-time revenue stats
- Don't wonder where your ads are shown. We show stats by publisher, and we keep your brand safe.
- You are in control of your ad spend, and can adjust image & text assets at any time

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 ad images and copy 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 email address david@readthedocs.org. The main content area is titled 'Advertisement: PyCascades 2020'. On the left, there is a sidebar with navigation links: 'Read the Docs', 'Manage advertising', 'Reports', 'Geos', and 'Publishers'. The main form area 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 text 'Uncheck to disable this advertisement' below it.
- Advertisement display**: A section with the heading 'Display types' and three radio button options: 'EthicalAds Network Image+Text', 'EthicalAds Network Text-Only', and 'RTD Sidebar' (which is selected).
- 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, a note states: '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.'

On the right side of the form, there is a 'Preview' section showing a sample ad. The ad features a purple square with the text 'PyCascades 2020' and 'Feb 8-9, Portland, Oregon. Tickets on sale now!' below it. The text 'Community Ad' is visible at the bottom of the preview.

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.

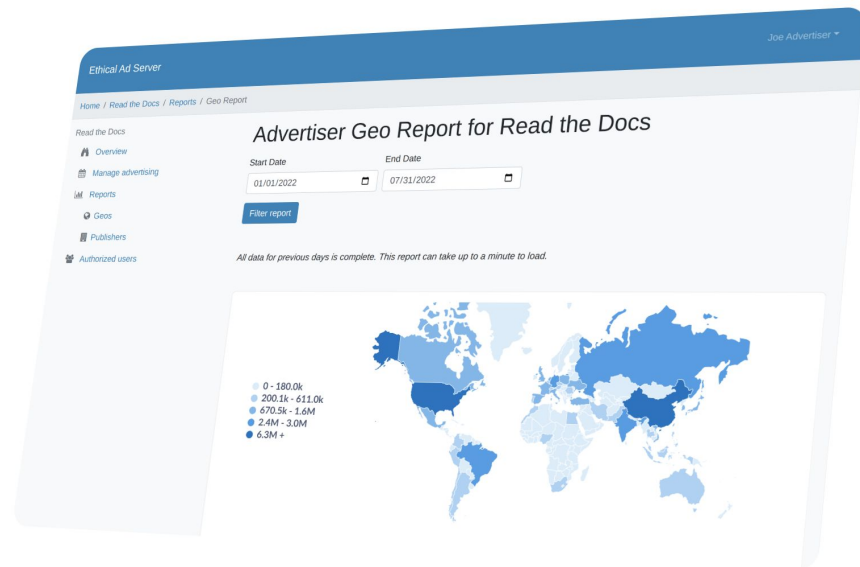
Content (topic) targeting

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.

Transparent Reporting

- Login to your dashboard anytime that shows up-to-date reports broken down by campaign, publisher, or geo
- See reports for all past campaigns to compare month-over-month or campaign-over-campaign results
- Use your existing conversion analytics and rely on UTM or ref parameters added to your ad landing page link



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 | Blend: US, Canada, UK, W. EU, Australia, New Zealand | UK, W. EU, Australia, New Zealand | E. EU, Japan, Korea, Hong Kong, Singapore | Rest of the world |
|---------------------------------|------------|--|---|---|-------------------|
| Data science / machine learning | \$6.00 | \$5.50 | \$5.00 | \$2.00 | \$0.80 |
| Security / privacy | \$5.50 | \$5.00 | \$4.50 | \$1.75 | \$0.70 |
| DevOps | \$5.50 | \$5.00 | \$4.50 | \$1.75 | \$0.70 |
| Frontend web / JavaScript | \$5.50 | \$5.00 | \$4.50 | \$1.75 | \$0.70 |
| Backend web development | \$5.00 | \$4.50 | \$4.00 | \$1.50 | \$0.60 |
| All developers | \$4.45 | \$3.80 | \$3.20 | \$1.10 | \$0.50 |

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

Example campaigns

| Example Campaign #1 |
|---|
| 300k impressions |
| Geo targeting UK, Western EU, Australia, New Zealand |
| Topic targeting All developers |
| Rate \$3.20 CPM |
| \$960 |

| Example Campaign #2 |
|---|
| 1,000k impressions |
| Geo targeting US & Canada |
| 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/>

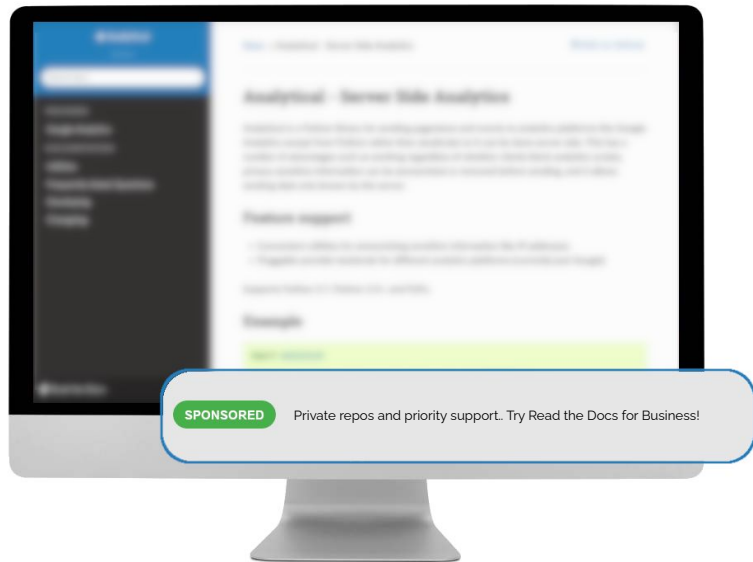


Sidebar ad

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

Reach both of us at ads@ethicalads.io