



# Advertiser Kit

## Q4 2019

MEDIA KIT  
Q4 2019 (OCTOBER – DECEMBER)



## WHAT WE DO

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CodeFund is an ethical advertising platform that focuses on funding open source maintainers, bloggers, and builders through non-tracking ethical ads. *If you goal is to introduce new tools, services and technologies to a growing audience of developers, we can help.*

We believe that by providing an effective marketing channel for companies to share their products and services, developers can capitalize on ad revenue *without needing to have their visitors tracked and profiled.*

We have over 170 publisher websites generating more than 20 million ad impressions each month and we are growing at a rapid pace. Our primary audiences are JavaScript and Blockchain developers, although we have a websites that cover most programming fields.

Our platform follows the "ethical advertising" guidelines that ReadTheDocs established. We will not track or profile the ad viewers, and we only show ads that are relevant to the audience. This document describes how we can help you reach a broader audience. We look forward to working with you!

# MEET THE TEAM

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Founded in 2017, CodeFund began by providing a simple way for software developers to generate passive, recurring revenue for their open source projects.

We are a remote-first company that values quality of contributions over time in office. Each member of our team provides a unique set of skills that enables us to stay small and agile.

We are always happy to talk. You can view our contact details on our website.

[codefund.io/team](https://codefund.io/team)



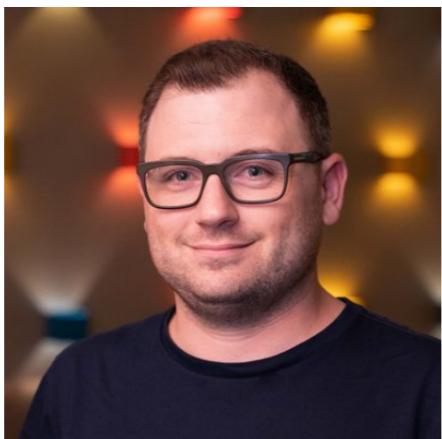
## Eric Berry

Eric Berry is the founder and CEO of CodeFund. He is also a developer and marketer.



## Nathan Hopkins

Nathan Hopkins is a cofounder and Director of Engineering. He rejoined CodeFund in 2018.



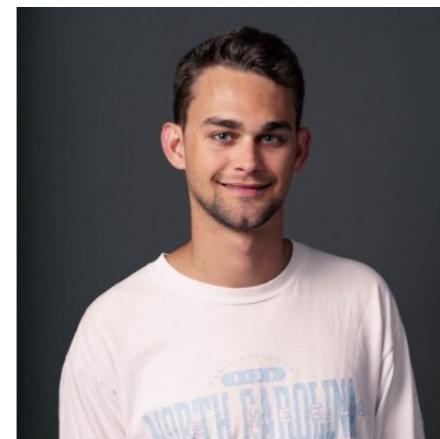
**Justin Dorfman**

Developer Relations



**Joseph Chen**

Operations Lead



**Andrew Mason**

Software Engineer



**Kevin Owocki**

Cofounder and CEO of Gitcoin (parent company)

## RECENT ADVERTISERS

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Our advertisers comes from many areas of the technology industry including SaaS, infrastructure, database, recruitment, blockchain and educational services.

Here is just a selection of companies who we've worked with:



## TESTIMONIALS

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CodeFund has quickly become one of our highest converting channels. If you want to reach a technical audiences look no further than CodeFund!

**Chipper Nicodemus**  
**Sr. Mgr of Acquisition, Segment**



If you're looking to find developers, there's no better ad channel than CodeFund. You can easily find millions of developers at significantly less cost than Stack Overflow or other competing developer-exclusive advertising platforms.

**Dean Ramadan**  
**Growth Marketing, ConsenSys**

## AUDIENCES



### JavaScript & Frontend

Frontend development including React, Vue, Angular, and more!



### Server-Side Web Development

Includes Python, Ruby, PHP, Django, Ruby on Rails, Phoenix, Laravel, and more!



### Mobile Development

Mobile app developers using Android, Objective-C, Swift, and React Native



### CSS & Design

Tools, blogs, and CDN's that provide UI/UX, design, and CSS frameworks.



### Blockchain

Blockchain developers, dApp builders, and cryptocurrency users and investors



### Game Development

Game tutorials, toolkits, and blogs for both mobile and web game development



### DevOps

Includes Kubernetes, Serverless, architecture design and tools



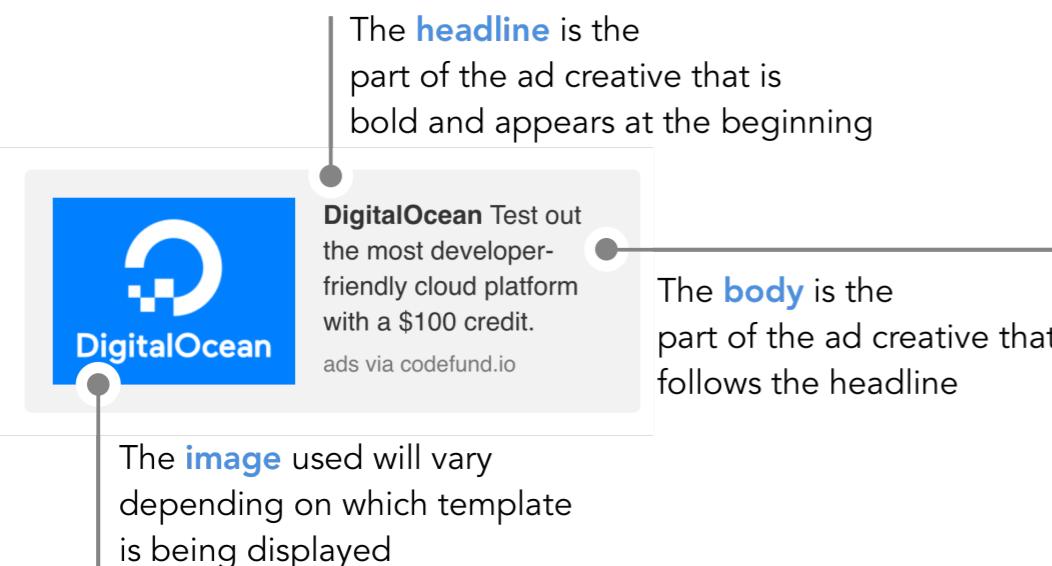
### Miscellaneous

Popular projects and sites that attract developers, but do not fit other audiences

## CREATIVES

CodeFund does not use image-based banner ads. Instead, we use a common ad components that fit our 10+ templates.

Each creative is comprised of 4 parts: headline, body, call to action, and image.



### Headline

The headline is the bold portion of the ad copy and appears before the body.

### Body

The body is the portion of the ad copy that follows the headline.

### Call To Action

The short instructional message that follows the body. This does not appear in all templates.

### Image

The image used will vary depending on which template is being displayed. Image sizes include:



**Icon (20x20)** - The icon image is a 20x20 pixel transparent PNG. This image is used on websites such as [etherscan.io](#) and others that use text-based ad templates.



**Small (200x200)** - The small image is a 200x200 pixel PNG or JPG. This image is typically displayed in a smaller format (as small as 50x50) and is not recommended to include text.



**Large (260x200)** - The large image is a 260x200 pixel PNG or JPG. This image is our most commonly used image size (see [bootstrapcdn.com](#)).



**Wide (512x320)** - The wide image is a 512x30 pixel JPG (not PNG). The image should have at least 32px padding on each edge. This image size is currently only used with the [Daily Chrome extension](#).

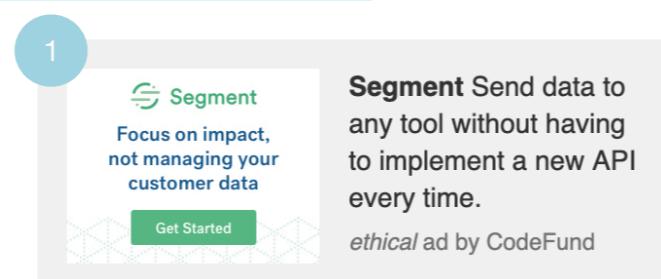
## CREATIVE TEMPLATE EXAMPLES

Our publishers can choose which templates they use on their website. Here's what they look like.

Proudly sponsored by

**Segment** Send data to any tool without having to implement a new API every time.

*ethical ad by CodeFund*



**Segment** Send data to any tool without having to implement a new API every time.

*ethical ad by CodeFund*

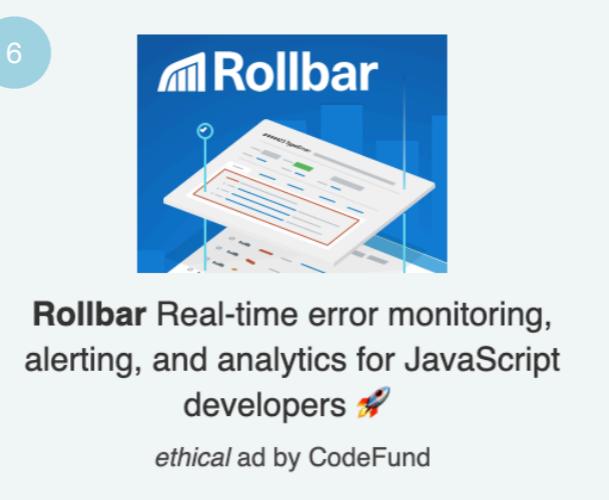


**Rollbar**

Real-time error monitoring, alerting, and analytics for JavaScript developers  [Learn more](#)

*ethical ad by CodeFund*

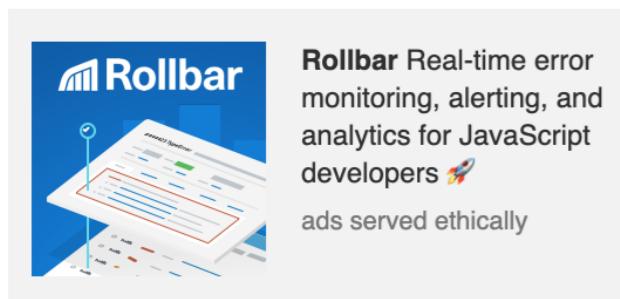
5



**Rollbar** Real-time error monitoring, alerting, and analytics for JavaScript developers  [Learn more](#)

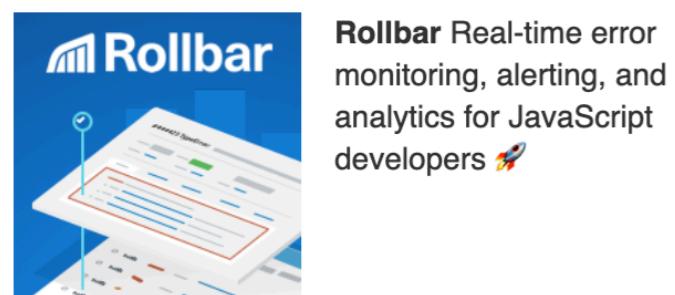
*ethical ad by CodeFund*

6



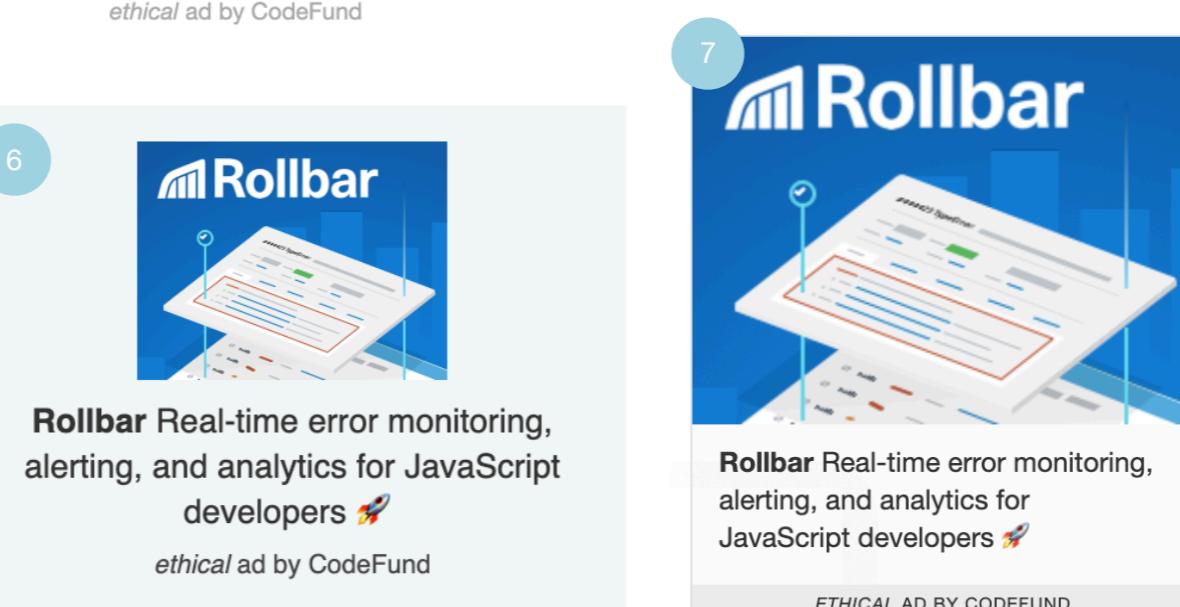
**Rollbar** Real-time error monitoring, alerting, and analytics for JavaScript developers  ads served ethically

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ETHICAL AD BY CODEFUND

4



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**Supporter** **Segment** Send data to any tool without having to implement a new API every time. *ethical ad by CodeFund*

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Sponsored:  **Fortmatic** - Easiest way to build dApps without browser extensions or downloads [Learn more](#) <sup>i</sup>

10

- 1 Default
- 2 Centered
- 3 Rectangle Narrow
- 4 Docsify
- 5 Media

- 6 Centered with Image
- 7 Square
- 8 Vertical
- 9 Horizontal
- 10 Sponsored Text



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**Rollbar** Real-time error monitoring, alerting, and analytics for JavaScript developers  *ads by CodeFund*

## WEBSITES

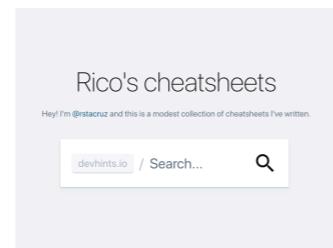
CodeFund ads appear on over 170 websites, generating over 20M ad impressions per month. Here are a few of our more notable properties. For a full list of websites, visit [codefund.io/websites](https://codefund.io/websites).



[jsbin.com](https://jsbin.com)



[codesandbox.io](https://codesandbox.io)



[devhints.io](https://devhints.io)

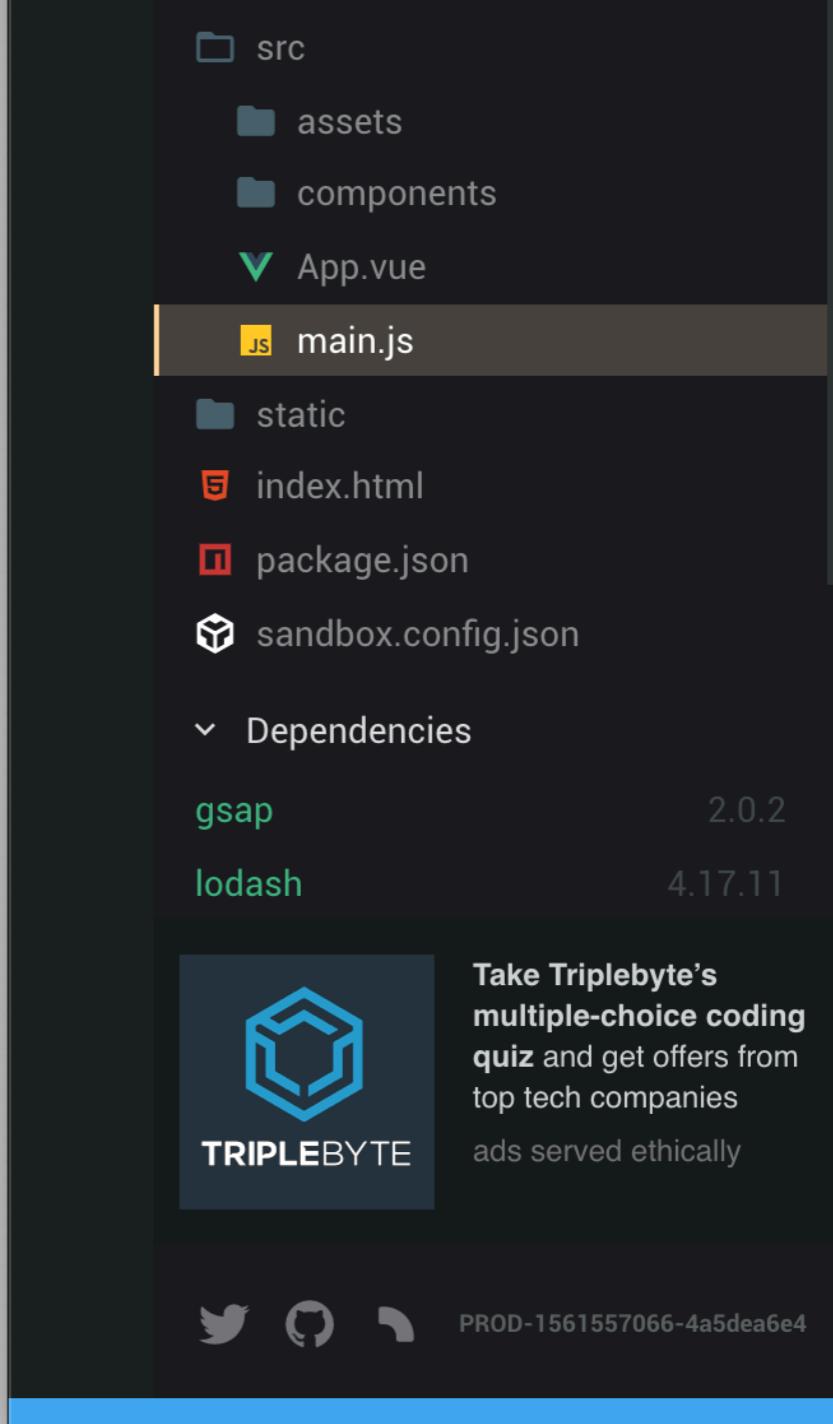


[etherscan.io](https://etherscan.io)

[redux-form.com](https://redux-form.com)  
[rubular.com](https://rubular.com)  
[nuxtjs.org](https://nuxtjs.org)  
[oauth.net](https://oauth.net)  
[docsify.js.org](https://docsify.js.org)  
[material-ui.com](https://material-ui.com)  
[codier.io](https://codier.io)  
[erik.cat](https://erik.cat)  
[wiki.js.org](https://wiki.js.org)  
[pythoncheatsheet.org](https://pythoncheatsheet.org)

[dailynow.co](https://dailynow.co)  
[cssinjs.org](https://cssinjs.org)  
[markdownify.js.org](https://markdownify.js.org)  
[frontendchecklist.io](https://frontendchecklist.io)  
[plnkr.co](https://plnkr.co)  
[bootstrapcdn.com](https://bootstrapcdn.com)  
[aaronparecki.com](https://aaronparecki.com)  
[androidemulator.org](https://androidemulator.org)  
[apidocs.co](https://apidocs.co)  
[cmty.app](https://cmty.app)

[codewithhugo.com](https://codewithhugo.com)  
[codier.io](https://codier.io)  
[jasonwatmore.com](https://jasonwatmore.com)  
[leighthalliday.com](https://leighthalliday.com)  
[markdownify.js.org](https://markdownify.js.org)  
[mobx.js.org](https://mobx.js.org)  
[ory.sh](https://ory.sh)  
[positronx.io](https://positronx.io)  
[reactpwa.com](https://reactpwa.com)  
[stateofthedapps.com](https://stateofthedapps.com)



The screenshot shows a file tree structure:

- src
  - assets
  - components
  - App.vue
  - main.js**
- static
- index.html
- package.json
- sandbox.config.json
- Dependencies
  - gsap 2.0.2
  - lodash 4.17.11

To the right of the file tree, there is a callout box with the Triplebyte logo and text: "Take Triplebyte's multiple-choice coding quiz and get offers from top tech companies ads served ethically". Below the file tree, there are social media icons for Twitter, GitHub, and LinkedIn, and the text "PROD-1561557066-4a5dea6e4".

[codesandbox.io](https://codesandbox.io)

## PRICING BY AUDIENCE

We charge based on an effective cost per mille (eCPM). Our rates vary based on the location of the visitor, the targeted audience of the campaign, and the quarterly demand.

| Audience                    | United States | Canada   | New Zealand | Europe  | Australia | Other   | Global  |
|-----------------------------|---------------|----------|-------------|---------|-----------|---------|---------|
| JavaScript                  |               | \$ 6.25  |             | \$ 5.25 |           | \$ 2.25 | \$ 3.75 |
| Server-Side Web Development |               | \$ 5.00  |             | \$ 4.00 |           | \$ 1.00 | \$ 2.50 |
| Mobile Development          |               | \$ 4.50  |             | \$ 3.50 |           | \$ 0.50 | \$ 2.00 |
| UX/UI & Design              |               | \$ 4.50  |             | \$ 3.50 |           | \$ 0.50 | \$ 2.00 |
| Game Development            |               | \$ 4.25  |             | \$ 3.25 |           | \$ 0.25 | \$ 1.75 |
| DevOps                      |               | \$ 6.50  |             | \$ 5.50 |           | \$ 2.50 | \$ 4.00 |
| Blockchain                  |               | \$ 10.00 |             | \$ 9.00 |           | \$ 6.00 | \$ 7.50 |
| Miscellaneous               |               | \$ 4.25  |             | \$ 3.25 |           | \$ 0.25 | \$ 1.75 |

## PRICING BY PROPERTY

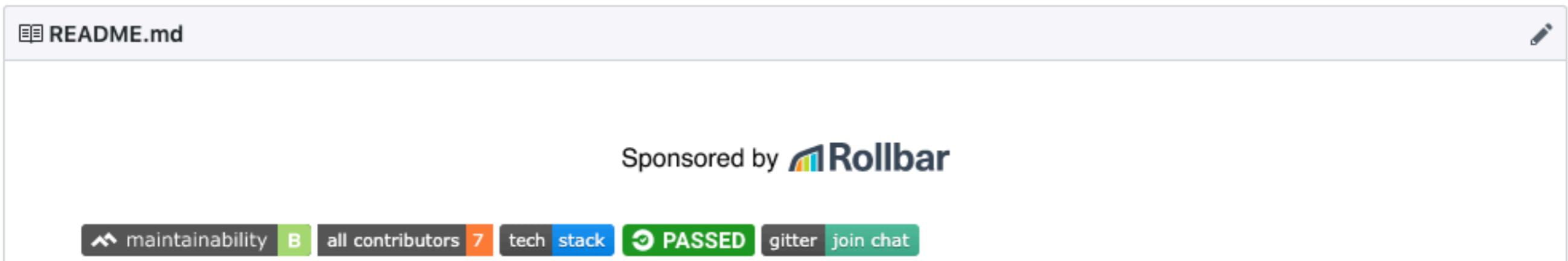
Many of our publishers have specific pricing due to the high demand and unique value proposition they provide.

| Property                                   | United States | Canada | Europe   | Australia | New Zealand | Other | Global   |
|--|---------------|--------|----------|-----------|-------------|-------|----------|
| <a href="#"><u>Etherscan (mainnet)</u></a> | \$ 10.00      |        | \$ 8.00  |           | \$ 7.00     |       | \$ 7.50  |
| <a href="#"><u>Etherscan (testnet)</u></a> | \$ 14.00      |        | \$ 12.50 |           | \$ 11.00    |       | \$ 11.75 |
| <a href="#"><u>Decrypt.co</u></a>          | \$ 15.00      |        | \$ 12.50 |           | \$ 8.00     |       | \$ 10.25 |
| <a href="#"><u>StateOfTheDapps.com</u></a> | \$ 13.50      |        | \$ 10.00 |           | \$ 7.00     |       | \$ 8.50  |

## OPEN SOURCE SPONSORED ADS

In October, we launched sponsored ads that appear on many high-traffic GitHub open source projects. With sponsored ads, we place a simple “Sponsored by YOU” at the very top of the GitHub README file.

An updated version of the advertiser kit will be released with more details. If you would like to know more information, contact Eric Berry (see last page).



The screenshot shows a GitHub repository's README.md file. At the top, there is a header with a pencil icon for editing. Below it, the text "Sponsored by  Rollbar". Underneath, there is a row of GitHub status badges: "maintainability B", "all contributors 7", "tech stack", "CI PASSED", "gitter", and "join chat".

## CodeFund Ads

CodeFund Ads is an ethical and discreet ad platform that funds open-source. It helps your favorite projects thrive by paying maintainers the majority of all generated revenue.

### Table of Contents

- [Publisher JavaScript Embedding](#)
  - [Optional Query String Parameters](#)
- [API](#)

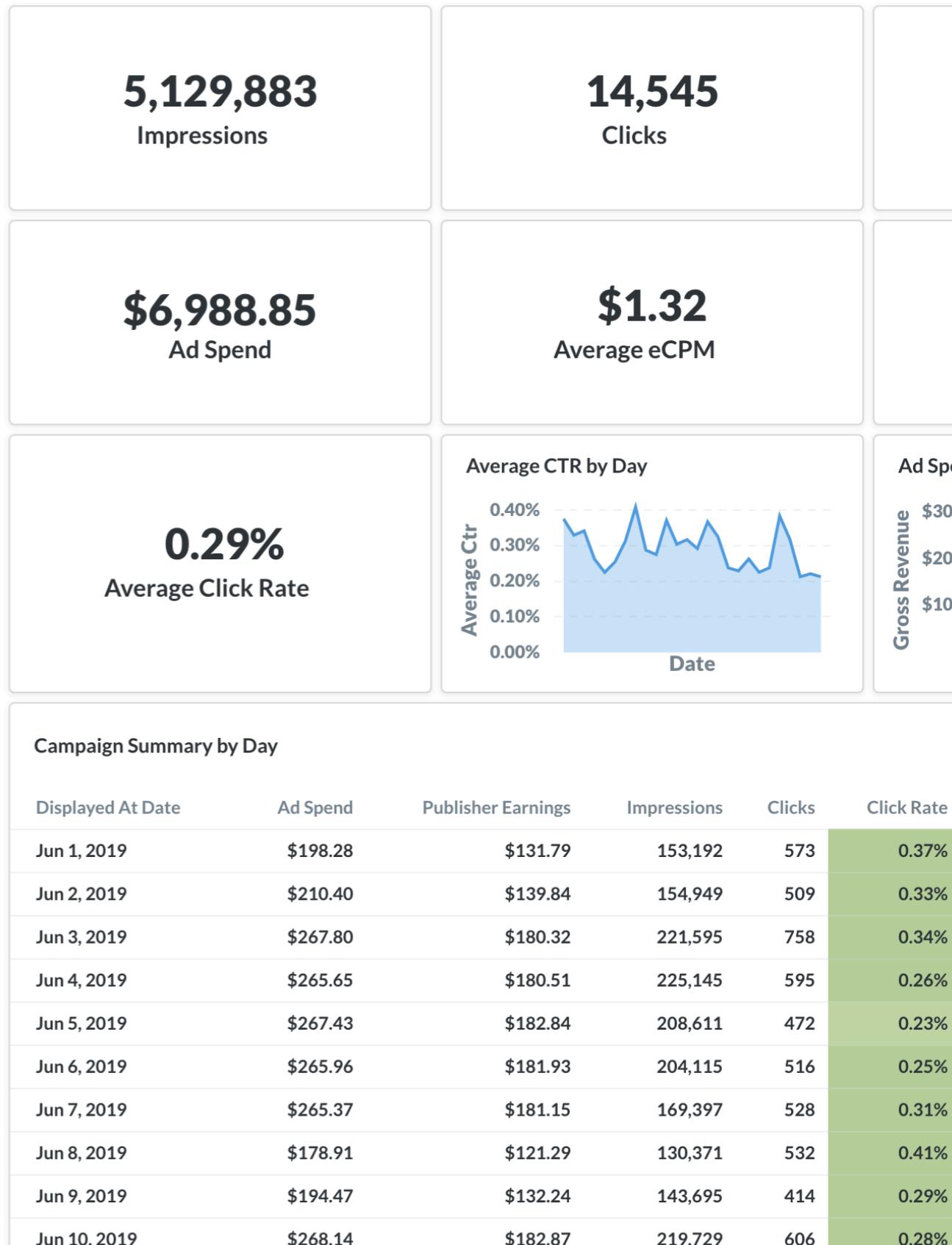
## REPORTING & VISIBILITY

Our advertisers receive extensive support and data that will help them make the best buying decisions in advertising.

Reports will be sent each month containing a customized breakdown of each campaign in PDF form.

You will be able to analyze your traffic pivoted by country, creative, campaign, and even publisher website!

| Property  | Matching Tags  | Impressions | Clicks | CTR   |
|---|--|-------------|--------|-------|
| aaronparecki.com<br><a href="https://aaronparecki.com">https://aaronparecki.com</a>         | Backend Database<br>Developer Resources Other PHP  | 8,241       | 19     | 0.23% |
| Alligator.io<br><a href="https://alligator.io/">https://alligator.io/</a>                   | Angular Backend CSS & Design<br>Developer Resources Frontend<br>Hybrid & Mobile Web JavaScript<br>React Serverless VueJS               | 269,091     | 58     | 0.02% |
| Alyle UI<br><a href="https://alyle-ui.firebaseio.com">https://alyle-ui.firebaseio.com</a>   | CSS & Design JavaScript  | 6,616       | 14     | 0.21% |
| Android Emulator<br><a href="https://androidemulator.org">https://androidemulator.org</a>   | Android Developer Resources<br>Game Development Kotlin Other   | 2,224       | 30     | 1.35% |
| Angular Wiki<br><a href="https://www.angularjswiki.com/">https://www.angularjswiki.com/</a> | Frontend JavaScript<br>Angular Backend CSS & Design<br>Developer Resources Frontend<br>Game Development Hybrid & Mobile Web JavaScript | 10,142      | 4      | 0.04% |
| Areknawo's blog<br><a href="https://areknawo.com">https://areknawo.com</a>                  | Game Development Hybrid & Mobile Web JavaScript<br>React VueJS   | 16,054      | 31     | 0.19% |
| Arunkumar Blog<br><a href="https://www.arungudelli.com">https://www.arungudelli.com</a>     | CSS & Design Database<br>Developer Resources Frontend<br>JavaScript Other  | 7,014       | 2      | 0.03% |
| AshikNesin.com<br><a href="https://ashiknesin.com">https://ashiknesin.com</a>               | JavaScript   | 556         | 0      | 0.00% |



## READY TO START?

Once you are ready to move ahead, please fill out our [campaign request form](#). Once received, you will receive instructions how to get up and running with CodeFund.

Alternatively, you can reach out to our team directly via [Telegram](#), [Slack](#) or [Email](#).



CEO and Head of Sales

[eric@codefund.io](mailto:eric@codefund.io)

<https://calendly.com/ericberry>

Telegram: @coderberry