EthicalAds Publisher Prospectus
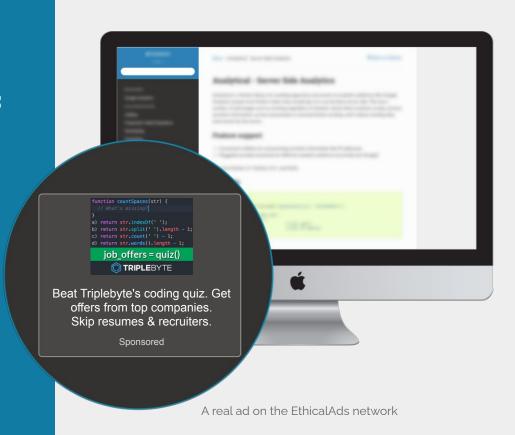
Get paid for your project
while focusing on your code

Ethical Ads

from **Read the Docs**

Hundreds of developers use our tools to show ads to their users

We created EthicalAds to make sustainable income for developers. We do the work of making you money, and you keep doing what you're good at: writing code.

A real ad on the EthicalAds network

Beat Triplebyte's coding quiz. Get offers from top companies. Skip resumes & recruiters.

Sponsored

job_offers = quiz()

TRIPLEBYTE

Simple Integration

```
# Load Script
<script async src="https://media.ethicalads.io/media/client/ethicalads.min.js"></script>

# Register publisher
<div data-ea-publisher="your-site" data-ea-type="image" data-ea-keywords="django|orm|databases"></div>

# Make money :)
```

Get more details in our client documentation

You're in good company

The EthicalAds network is made up of many different developer-focused sites

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.

They use our fixed footer text ad to help make their open source project sustainable without sacrificing user privacy.

Flask

Flask is a backend web framework built in Python.

They use our image ad in their sidebar to get funding for their community to maintain their software.

How it works

Geographic targeting

Advertising is targeted by **country**. Different countries are paid at a different rate.

Our most valuable advertising is sold to the US & EU. If you don't have a lot of your traffic in this area, you might not have good luck with our network.

Content (keyword) targeting

Since we don't track users, we rely on you to tag your content for us with **keywords**. Different keywords have different pricing, so defining your content with keywords can help you make more money.

Reporting & Metrics

After becoming a publisher, you will get a login to a reporting interface to see the live status of your account.

You can see lots how much money you've made each day, along with breakdowns by Advertiser and Country.

Advertising results

⬇ CSV Export

Time Period	Total Views	Total Clicks	Total CTR	Total Revenue	Your Revenue Share
Oct. 20, 2020	8,080	9	0.111%	$13.94	$9.76
Oct. 19, 2020	8,721	9	0.103%	$10.80	$7.56
Oct. 18, 2020	8,828	5	0.057%	$14.69	$10.28
Oct. 17, 2020	8,125	6	0.074%	$12.03	$8.42
Oct. 16, 2020	8,614	4	0.046%	$11.34	$7.94
Oct. 15, 2020	9,394	9	0.096%	$17.50	$12.25
Oct. 14, 2020	8,718	4	0.046%	$12.35	$8.64
Oct. 13, 2020	9,590	10	0.104%	$15.40	$10.78

A real advertising report

Our Publisher Policy

These are the policies for our ad network

- One ad per page, above the fold

- 70/30 split. You keep 70% of all ad revenue

- Display fallback content or another ad if we don't have one to show

- Click-through rates must stay near 0.1% (1 per 1000)

- Ads can be either text-only or image+text

- You can read the full policy at
  https://www.ethicalads.io/publisher-policy/

Our vision

Ads that don't track you, sold by a company you can trust

- Ethical advertising **doesn't track you**. This means no permanent advertising cookies and no indefinite storage of personal information.

- We make money showing ads, not selling user data, so our interests are fully aligned.

  We target users based on what they're currently browsing, not past browsing history or demographics.

- Read our full vision at
  https://www.ethicalads.io/advertising-vision/

"Advertising [without tracking] ... created nearly every worldwide brand you can name"

— Doc Searls, editor-in-chief of Linux Journal

Ready to get started?

If you're ready to add privacy-preserving ads to your project, get in touch

David Fischer

Advertising, Security & Privacy

Eric Holscher

Cofounder

Reach both of us at ads@ethicalads.io