Reach millions of developers.

Advertising Prospectus Q2 2021

Ethical Ads from Read the Docs

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.

```
function countSpaces(str) {
  // What's missing?
}
a) return str.indexOf(' ');
b) return str.split(' ').length - 1;
c) return str.count(' ') - 1;
d) return str.words().length - 1;
```

job_offers = quiz()

TRIPLEBYTE

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

Sponsored
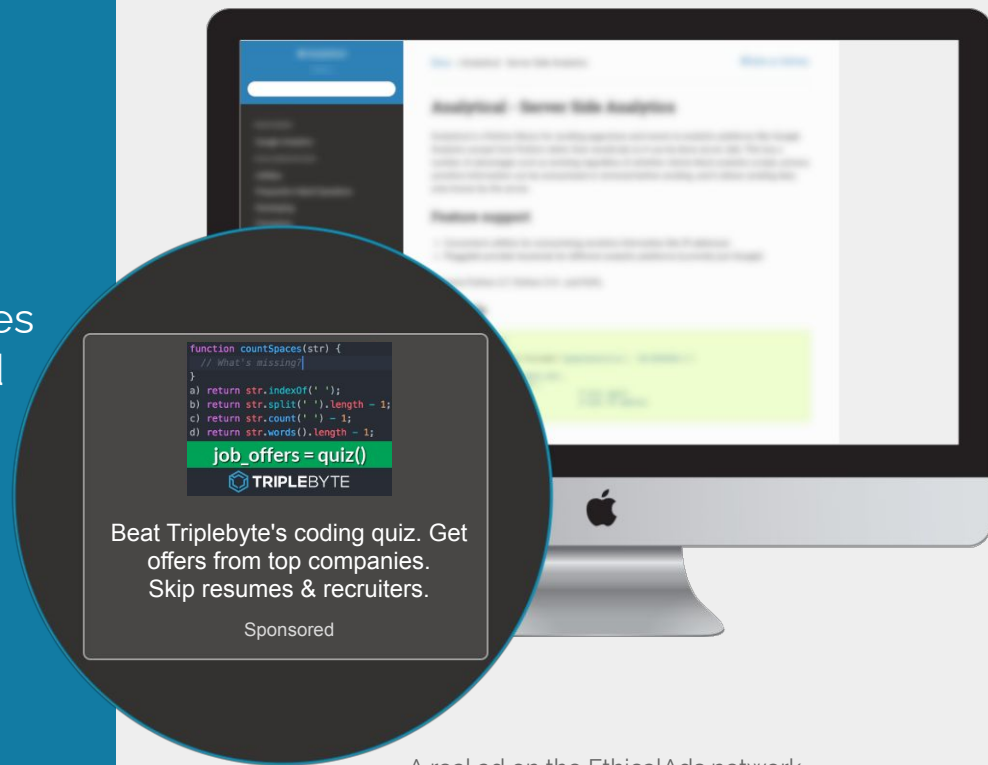
A real ad on the EthicalAds network

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 (keyword) 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 on JSBin and similar sites.

Flask

Flask is a backend web framework built in Python.

If you 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

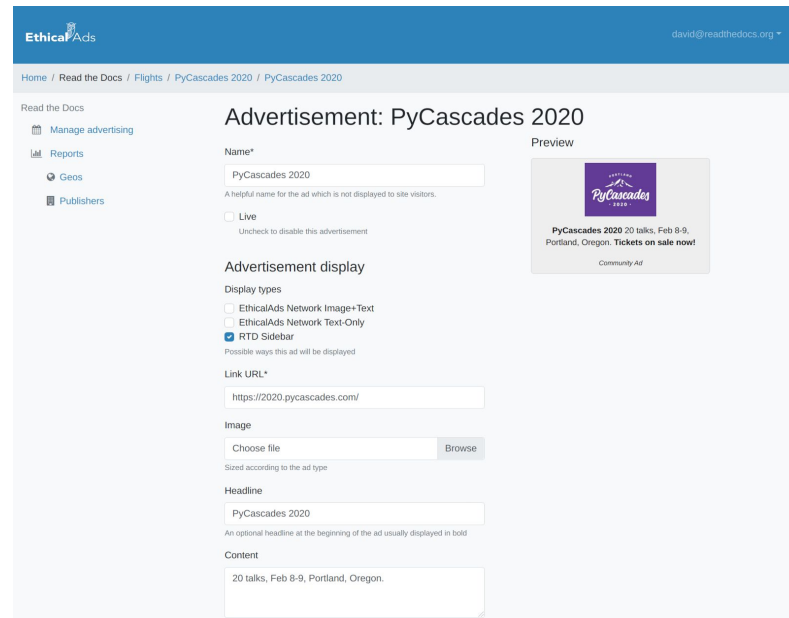"Seriously, EthicalAds has been such a pleasure to work with!"

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

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!

Community ad
This ad is done for the benefit of the community

Display
RTD Sidebar

Filters
- Include countries: Canada, United States of America
- Include keywords: python

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%
Total	**40,114**	**26**	**$0.00**	**0.065%**

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

Our rates and packages

Intro Package
300k impressions
Set Geographic targeting   (North America, EU, Australia, New Zealand)
Single topic targeting   (Topic pricing will apply on your next campaign)
Performance reporting
$1000

Premium Package
1000k impressions
Everything in the Intro Package
Additional targeting options
Best Value
$3000

Prices for other regions and topic targeting can vary.
For veteran advertisers with more specific needs, we are happy to work together on a custom campaign for your budget and target audience.

Detailed rates and targeting

For campaigns interested in targeting specific topics or regions, we offer slightly different prices to balance the demand. Prices are in cost per thousand impressions (CPM) with a $1000 minimum ad buy.

Topic	USA Canada	Europe Australia New Zealand	Global
Data science and machine learning	$5.00	$4.50	$1.50
Backend web development	$4.50	$4.00	$1.25
Frontend web / JavaScript	$4.50	$4.00	$1.25
Security and privacy	$5.00	$4.50	$1.50
DevOps	$5.00	$4.50	$1.50
Python	$4.50	$4.00	$1.25
Geographic targeting only	$4.00	$3.00	$1.00

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

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.
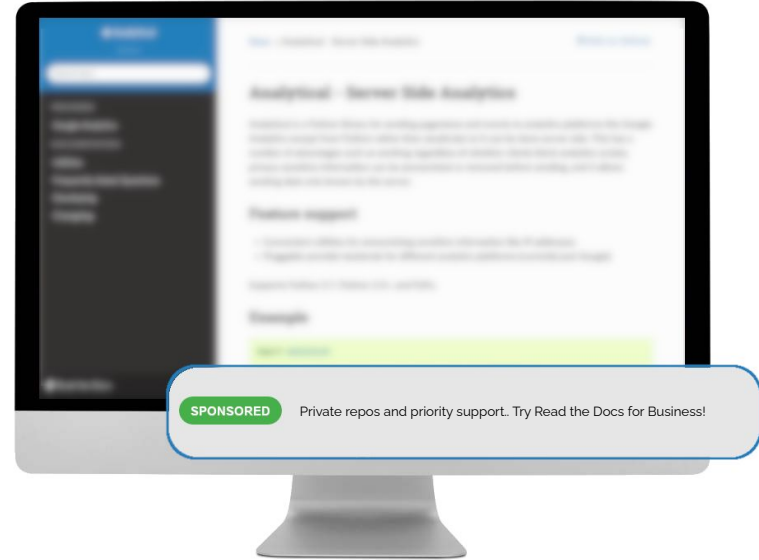
- For a live example, see
  https://flask.palletsprojects.com/

PyCascades 2020: 20 talks, Feb 8-9, Portland, OR. Tickets on sale now!

Sponsored

Sidebar ad

Ethical Ads
from Read the Docs

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

SPONSORED Private repos and priority support.. Try Read the Docs for Business!

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