



Ethical Advertising to sustain open source

MEDIA KIT
Q3 2019 (JULY – SEPTEMBER)



WHAT WE DO

CodeFund is an ethical advertising network 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 150 publisher websites generating more than 20 million ad impressions each month and we are growing at a rapid pace. Our primary audience is JavaScript 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

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



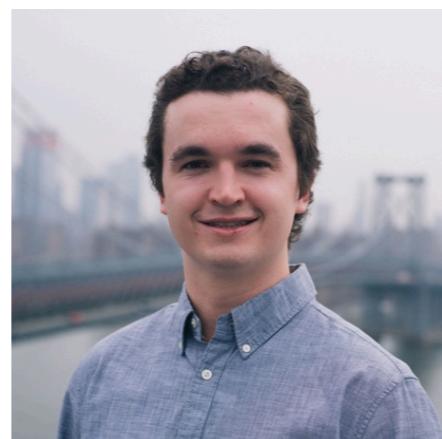
Eric Berry

Eric Berry is a cofounder 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.



Connor O'Day
Business Development



Joseph Chen
Operations Lead



Kevin Owocki
Cofounder and CEO of Gitcoin (parent company)

RECENT ADVERTISERS

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



CodeFund is an amazing resource for the Open Source community. Supporting OS sustainability while generating awareness for Rollbar was a total no-brainer decision!

Mike Smith
Head of Growth, Rollbar



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

LANGUAGES & TOPICS

Our network properties are categorized by programming languages and topics. Here are the most common:

JavaScript	16.9%
Frontend	12.4%
CSS & Design	10.0%
React	9.27%
Blockchain	4.42%
Other	47.01%

We provide ad targeting by region, all the way down to the state/province. Here's a general breakdown of our traffic:

United States	18.0%
China	12.0%
India	10.6%
Great Britain	4.17%
Germany	3.20%
Other	52.1%



AUDIENCES



JavaScript

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



Python, Ruby, Elixir & PHP

Includes Django, Ruby on Rails, Phoenix, and Laravel



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



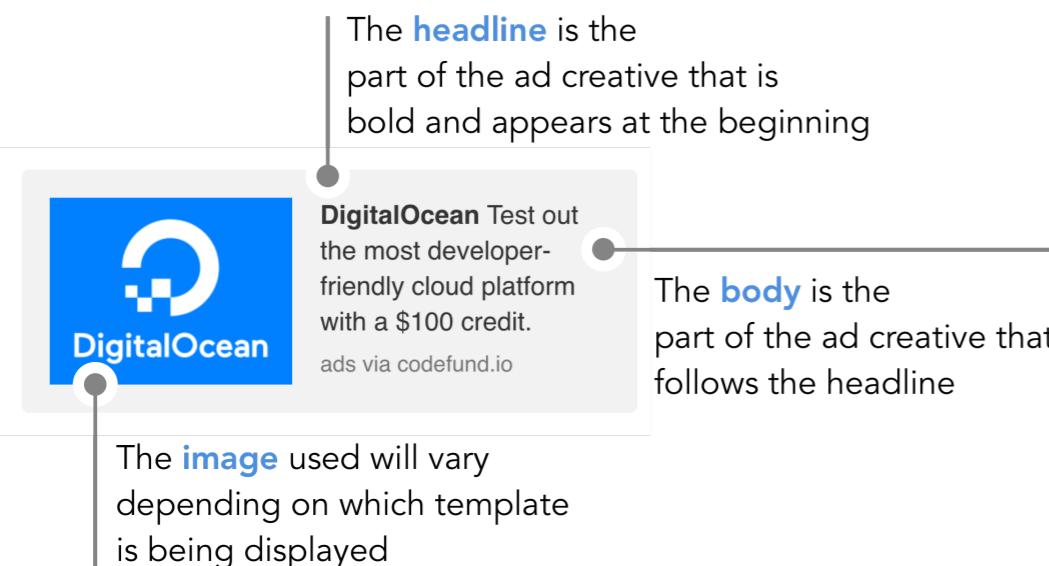
More!

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](#).

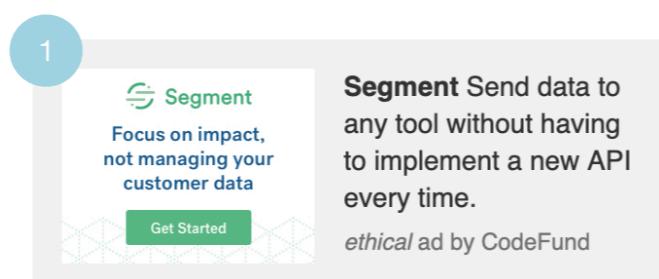
CREATIVE TEMPLATE EXAMPLES

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

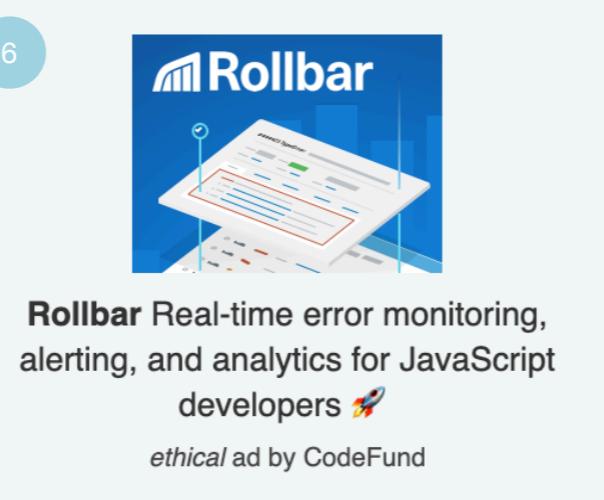


Rollbar

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

ethical ad by CodeFund

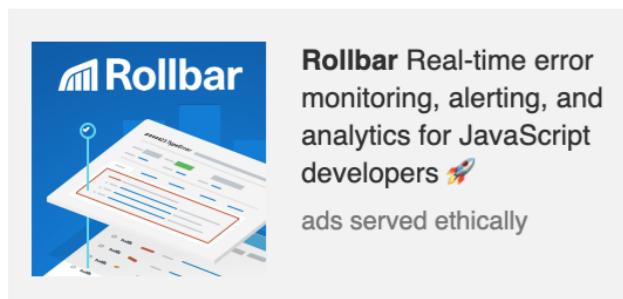
5



Rollbar Real-time error monitoring, alerting, and analytics for JavaScript developers 

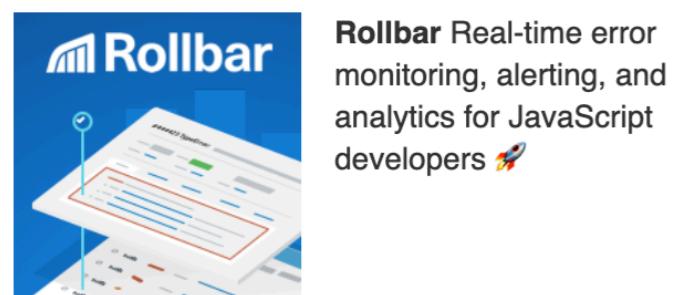
ethical ad by CodeFund

6



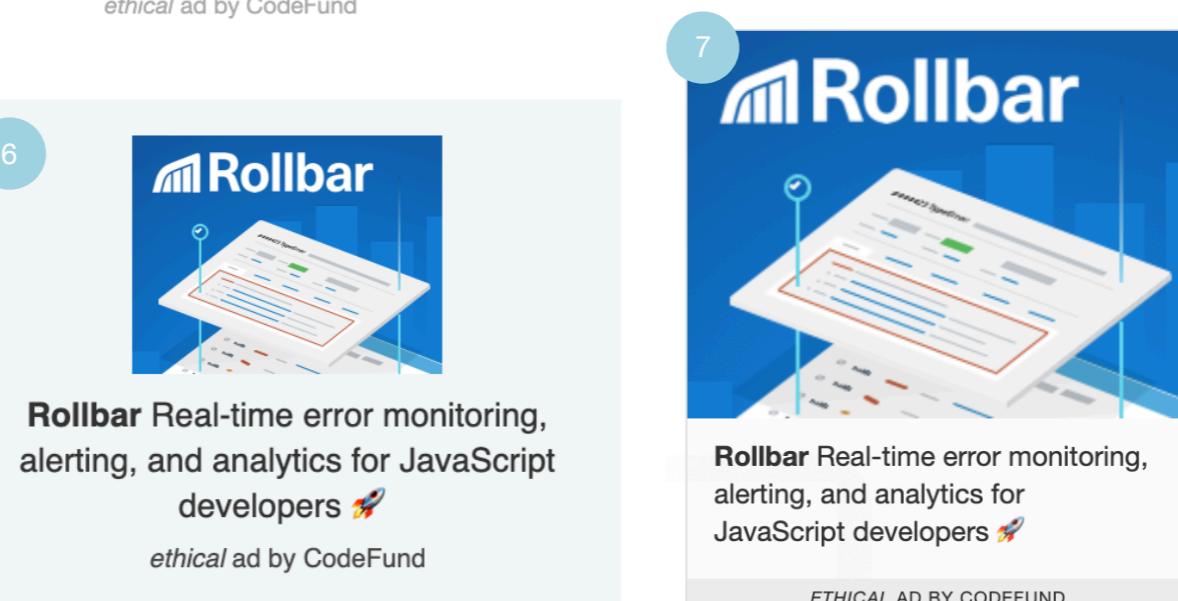
Rollbar Real-time error monitoring, alerting, and analytics for JavaScript developers  ads served ethically

3



ETHICAL AD BY CODEFUND

4



7



Rollbar Real-time error monitoring, alerting, and analytics for JavaScript developers 

8

ads by CodeFund

9

Supporter

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

ethical ad by CodeFund

10

Sponsored:



Fortmatic - Easiest way to build dApps without browser extensions or downloads [Learn more](#) ⁱ

1 Default

2 Centered

3 Rectangle Narrow

4 Docsify

5 Media

6 Centered with Image

7 Square

8 Vertical

9 Horizontal

10 Sponsored Text

WEBSITES

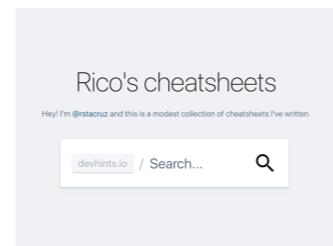
CodeFund ads appear on over 140 websites, generating over 20M ad impressions per month. Here are a few of our more notable properties. For a full list of websites, visit codefund.io/websites.



jsbin.com



codesandbox.io



devhints.io

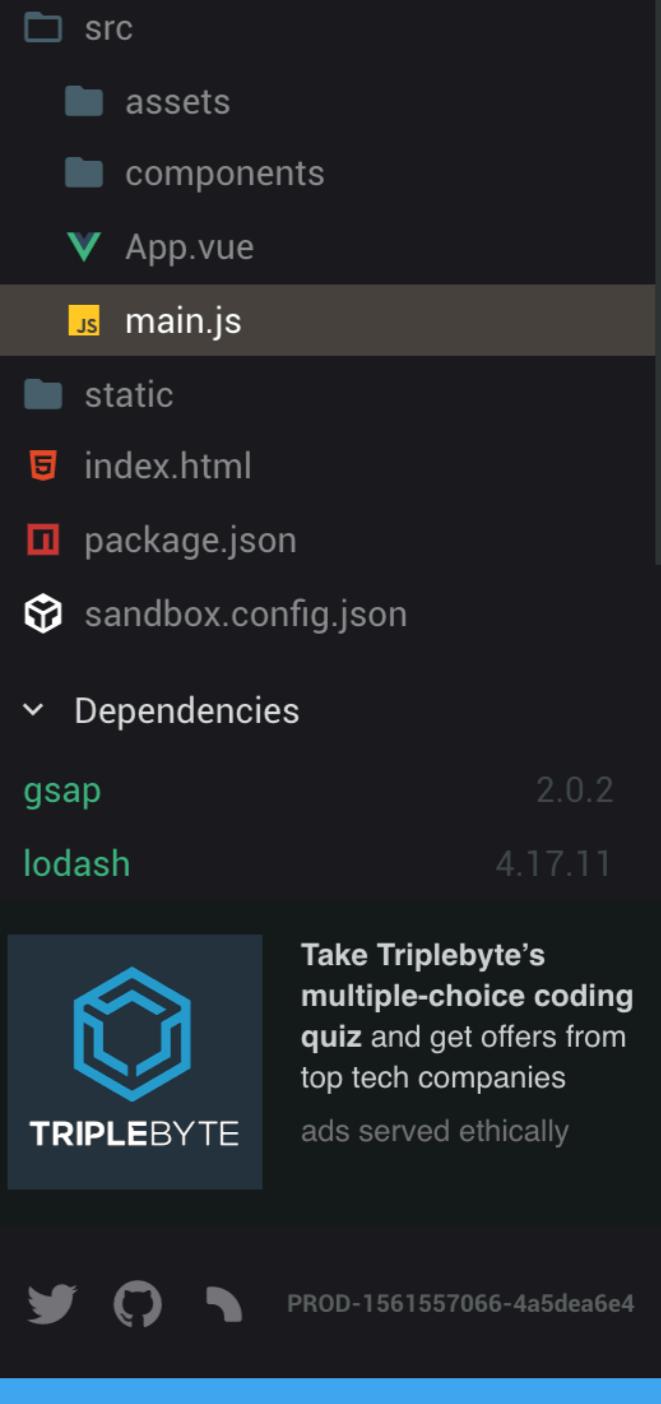


etherscan.io

redux-form.com
rubular.com
nuxtjs.org
oauth.net
docsify.js.org
material-ui.com
codier.io
erik.cat
wiki.js.org
pythoncheatsheet.org

dailynow.co
cssinjs.org
markdownify.js.org
frontendchecklist.io
plnkr.co
bootstrapcdn.com
aaronparecki.com
androidemulator.org
apidocs.co
cmty.app

codewithhugo.com
codier.io
jasonwatmore.com
leighthalliday.com
markdownify.js.org
mobx.js.org
ory.sh
positronx.io
reactpwa.com
stateofthedapps.com



Take Triplebyte's
multiple-choice coding quiz and get offers from
 top tech companies
 ads served ethically



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codesandbox.io

PRICING

We charge based on an effect cost per mille (eCPM). Our rates vary based on the location of the visitor, and the type of targeting for the campaign.

Advertising pricing is grouped by subregions. Discounts are available for longer term buys (3+ months).

Current pricing can be found at codefund.io/pricing.

For pricing on our blockchain publisher websites, please contact Connor O'Day for more information.



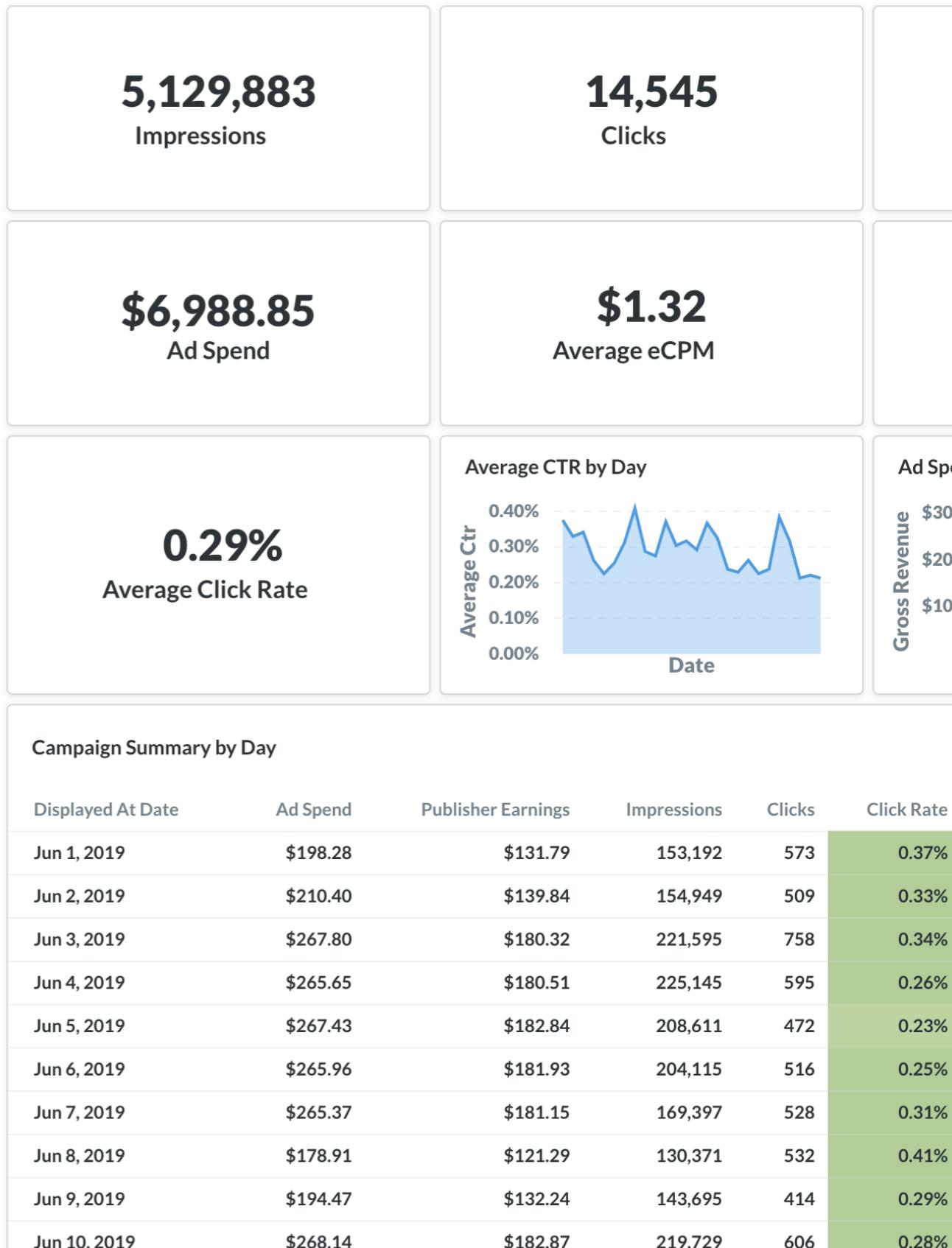
REPORTING & VISIBILITY

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

Reports will be sent each month from our internal data expert, Joseph Chen. Additional reports are available in CodeFund.

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



CONTACT US

Have any questions? Want a proposal? Ready to start? **Contact us.**



Eric Berry

CEO and Head of Sales
eric@codefund.io
<https://calendly.com/ericberry>



Connor O'Day

Blockchain Sales
connor@codefund.io
<https://calendly.com/connoroday>