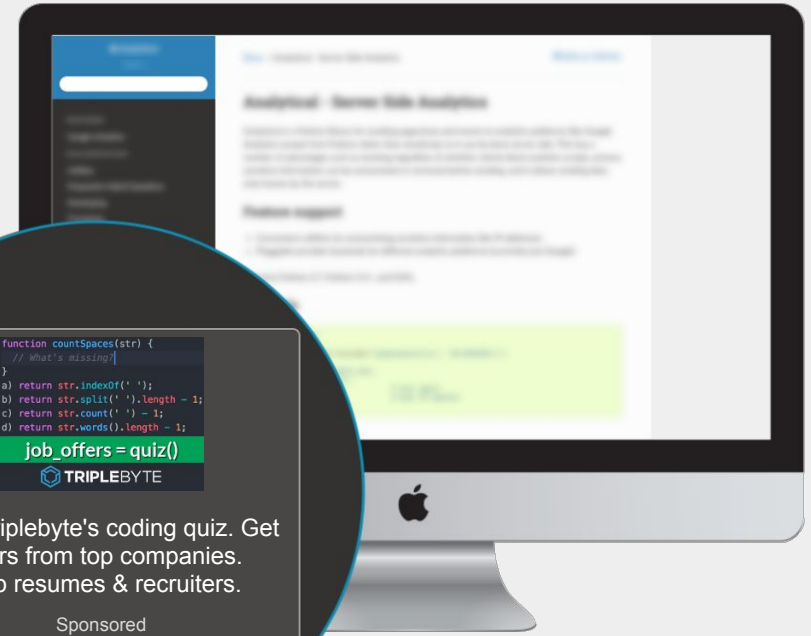# Reach millions of developers monthly

EthicalAds Advertising Prospectus Q3 2020

Millions of developers come to our sites each month.

Your ads will appear on high quality sites for relevant open source projects. 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 EthicalAds

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 or metro area 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.

Reporting & Metrics

After becoming an advertiser, you will get a login to a reporting interface to see the live status of your running campaigns.

You can compare different ads in order to optimize the performance of your campaign.

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

Ad specifications

Image advertisements

- Images: 240*180px (displayed at 120*90)

- Text: Up to 80 characters

- Images are shown near the text, either above or beside it, depending on the design of the 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.
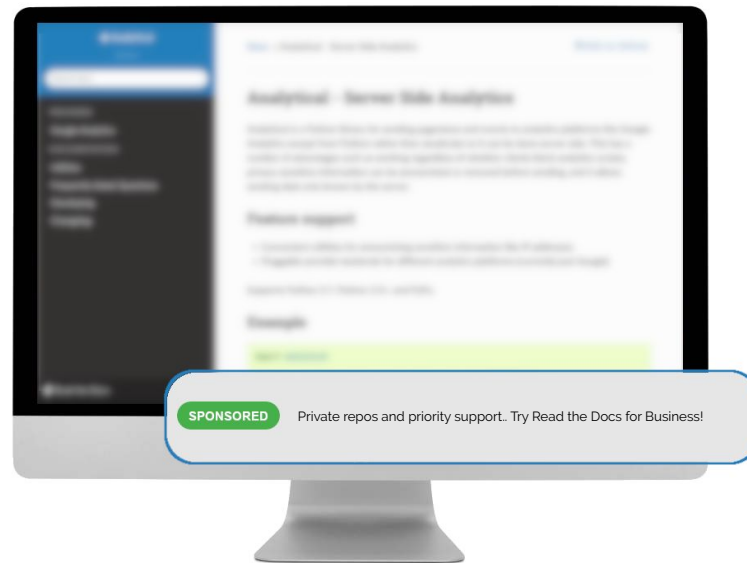

PyCascades 2020: 20 talks, Feb 8-9, Portland, OR. Tickets on sale now!

Sponsored

Sidebar ad

Ad specifications

Text-only advertisements

- Fixed footer ads 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 80 characters) so the same copy can be used.

- There are no images with this format. It is text-only.

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

Text-only fixed footer ad

Our rates and packages

Startup Package
200k impressions
Geographic targeting
Performance reporting
$600

Premium Package
600k impressions
Everything in the Startup Package
Additional targeting options
Best Value
$1500

Prices assume geographic targeting for North America and Western Europe. Prices for other regions and content 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 content or regions, we offer slightly different prices to balance the demand. Prices are in cost per thousand impressions (CPM) with a $1500 minimum ad buy.

Audience	USA Canada	Europe Australia New Zealand	Global
Data science and machine learning	$4.00	$3.50	$1.50
Backend web development	$3.50	$3.00	$1.25
Frontend web development	$3.50	$3.00	$1.25
Security	$4.00	$3.50	$1.50
DevOps	$4.00	$3.50	$1.50
Technical writing	$3.50	$3.00	$1.25
Geographic targeting only	$3.00	$2.50	$1.00

More niche targeting is possible although campaigns may take longer to fulfill due to availability. Inquire for details.

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