Different developers require different forms of marketing

- For many ad networks and the largest ad players, developers are just a part of their business

- There's a lot of developer-focused niches from programming languages, job roles, frameworks, and tools. These should be targeted differently and may require different techniques

- About 32% of developers use ad blockers. This makes marketing to developers especially tricky.

We only market to developers and we can help

- Our network is 100% developers and promoting products to developers is all we do

- Your ads will be shown on vetted, developer-focused websites related to the audience you're trying to reach

- EthicalAds is on the AcceptableAds list so our ads are viewed by some ad blockers. If your ads are blocked on our network, you're never billed for ads that aren't seen.
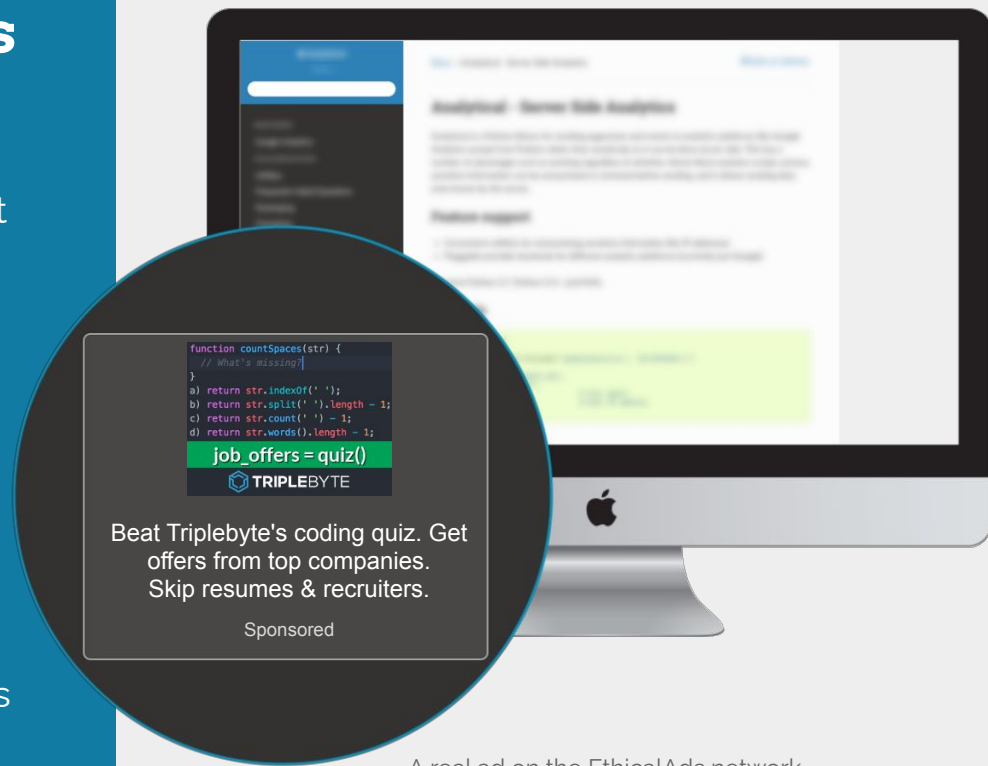
When EthicalAds is the right display network for you

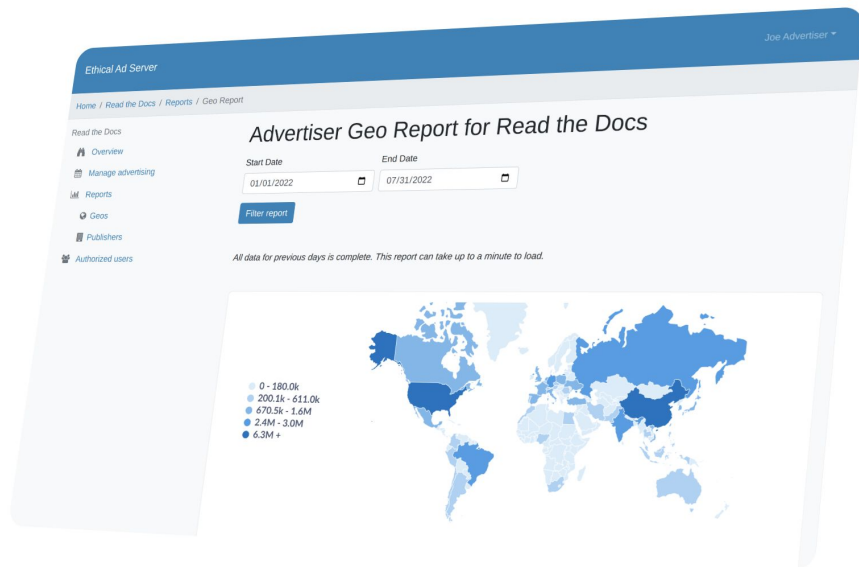If you answer yes to any of these, we can help you run a successful campaign

- You focus on a specific developer niche (eg. DevOps) and other developers may not be the right fit for your product

- Your search ads are already seeing some results, but you're looking to expand especially to people not already searching for your targeted keywords

- You're comparing different marketing channels and focusing on your cost per conversion (CPL)

- Your brand and reputation are too important to show your ads on unrelated websites

- You want to know where your ads are appearing and where visitors to your landing pages are coming from

- You could use a little help optimizing your campaigns or adapting creatives from your product landing pages

![EthicalAds from Read the Docs]

EthicalAds: Targeted ad campaigns for developers

- Reach a **100% developer audience**, not just tech adjacent

- Target even more specific developer niches like data scientists in the USA

- Over 35M+ monthly ad impressions

- 170+ hand-approved publishers – all developer focused

- Unobtrusive image+text or text-only ads

```
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

Transparency keeps your brand safe

- Don't wonder where your ads are shown. We show stats by publisher, and we keep your brand safe.

- Every publisher is hand curated to ensure it is developer-focused, relevant, and free from reputational risk

- Login to your dashboard anytime and see up-to-date reports broken down by campaign, publisher, or geo

- See reports for all past campaigns to compare month-over-month or campaign-over-campaign results

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

Our publisher network

The EthicalAds network is made up of about 170+ 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 show on JSBin and similar sites.

Flask

Flask is a backend web framework built in Python.

If your advertising focus is **backend web development**, your ads will show on Flask's documentation among other high quality sites.

Check out a more detailed publisher list by target topic at https://www.ethicalads.io/publishers/list/

How it works:
Focusing on the right audience

Geographic targeting

Most campaigns focus on regions like North America, Europe or even globally.

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 for your product.

Content (topic) targeting

You combine geo-targeting with specific content such as programming languages, specific technologies or frameworks, or topics of interest such as security, web development, or DevOps.

We use machine learning to target ads to the exact page on a publisher's site to ensure your ad is relevant to the context

If you want to focus on a niche audience and you don't see it listed, don't hesitate to ask.

Rates and targeting

Our prices differ by topic and by geography and rates change quarterly to balance availability and demand.
Prices are in cost per thousand impressions (CPM) with a $1,000 minimum ad buy.
We offer an automatic 10% discount for ad buys of $3,000 and 15% for campaigns of $25,000 or more.

Topic	US, Canada, UK, Australia, New Zealand, Ireland	Blend: US, Canada, UK, W. EU, Australia, New Zealand	Germany, France, W. Europe	E. EU, Japan, Korea, Hong Kong, Singapore	Rest of the world
Security / privacy	$6.50	$5.25	$4.00	$1.75	$0.70
Data science / machine learning	$6.25	$5.00	$4.00	$2.00	$0.80
DevOps	$6.25	$5.00	$4.00	$1.75	$0.70
Frontend web / JavaScript	$6.25	$5.00	$4.00	$1.75	$0.70
Backend web development	$5.75	$4.50	$3.50	$1.50	$0.60
All developers	$4.75	$3.80	$2.85	$1.10	$0.50

For your campaign, try our campaign calculator at https://www.ethicalads.io/advertisers/calculator/

Example campaigns

Example Campaign #1
300k impressions
Geo targeting UK, Western EU, Australia, New Zealand
Topic targeting All developers
Rate $3.20 CPM
$960

Example Campaign #2
1,000k impressions
Geo targeting US & Canada
Topic targeting Backend web developers
Rate $5.75 CPM - 10% discount
$5,175

We can put together a custom campaign that fits your budget and meets your advertising goals.

Ready to start your campaign?

When you're ready to reach developers at scale, get in touch

David Fischer

Advertising, Security & Privacy

Eric Holscher

Cofounder

Reach both of us at ads@ethicalads.io