

Read *the* Docs

Advertising Prospectus

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Overview

Read the Docs is the [largest](#) software documentation hosting site on the internet. We take pride in helping developers everywhere get their jobs done. We have over **7 million unique visitors** and over **30 million pageviews** each month ([source](#)). We have helped dozens of successful companies promote their software products, SaaS services, and job openings to our 100% software developer audience.

Advertising is the primary way Read the Docs is able to provide free documentation hosting to our user base, and it is part of our effort to build sustainable open source software.

This document describes our offering, and we look forward to working with you! If you are ready to get started advertising to developers on Read the Docs, please email ads@readthedocs.org.

Pricing & Packages

To make it as easy as possible to get started advertising with us, we have advertising packages to choose from.

Startup Package (\$600)	Premium Package (\$1500)
<ul style="list-style-type: none">• 200k ad impressions• Choice of geographic targeting• Live ad performance reports	<ul style="list-style-type: none">• 600k ad impressions• Choice of geographic targeting• Live ad performance reports• Tweet from @readthedocs• Best value

Both packages give you your choice of geographic targeting. Most of our advertisers target the US, Canada, and Western Europe. The big advantages of the premium package are that it is a little more economical in cost per impression (CPM) terms and we will do a sponsored Twitter promotion highlighting you as a featured advertiser. For both packages, your ads will run for about a month although this can be a little shorter or longer based on traffic and targeting.

For veteran advertisers with more specific needs, we are happy to work together on a custom campaign for your budget and target audience.

Targeting

We offer targeting based on **programming language and geographic segmentation**. We do not provide third party tracking or remote scripting support.

Geographic Segmentation

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. For ads targeting the USA, we also support targeting by state or by metro area (DMA specifically).

Our largest countries by traffic are the USA, China, India, Germany and the UK. Very roughly, our traffic is 1/3 Americas, 1/3 Europe, and 1/3 Asia.

Language Segmentation

Every documentation site that we host relates to a specific piece of software. This allows us to target each pageview to the programming language that the project is written in.

Our largest audience by far is in the Python community, but we have many active visitors in the C++, JavaScript, and PHP communities.

Reporting

We track common statistics on our own platform, and provide a link to a live report which shows up-to-date details of your ad campaign. We currently track:

- Impressions
- Clicks

We do support linking to a specific landing page on your site, which will let you know the traffic came from us. UTM parameters and other link tracking methods can be used.

Limitations

The Read the Docs audience is particularly privacy sensitive. In order to respect the privacy of our users, **we don't allow any third-party scripts to be run in our ad placements**. We also host ad images and text ourselves. We do not use a third-party ad service.

Placement

We only display one high-quality ad per page, and only for products and services that we believe our users will love. We work the ad display and copy to fit with the general theme of our hosted documentation pages. Your advertisement will never show next to any other ad.

We currently support three formats of ads:

Left navigation ads

For left navigation ads, the ad appears on the documentation navigation menu and doesn't impact the users usage of the documentation pages. It will be found on hosted documentation pages under the last navigation menu item and will not scroll off the top of the page as readers scroll down the page.

Fixed footer ads

Fixed footer ads show at the bottom of the page and scroll when the user scrolls for maximum visibility. The text requirements are exactly the same as the left navigation ads so the same copy can be used. There are no images with this format. It is text-only.

Footer ads

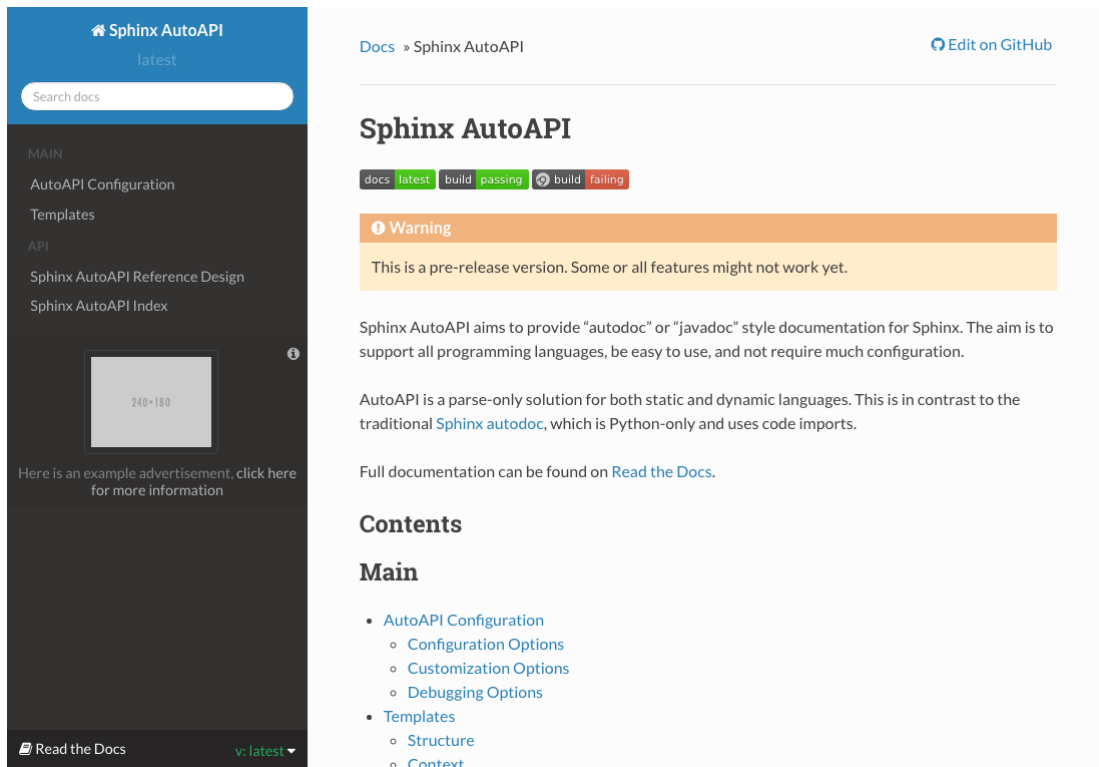
For footer ads, the ad appears in the footer below the content of the documentation and above the copyright notice. Footer ads can be larger than navigation ads while still fitting with the overall design although they may require the user to scroll to see it.

Especially for your first campaign, you don't need to create ads for all the different ad formats. Not all ad formats make sense for every business. For a larger campaign, however, more ad formats will result in more variety, combat ad fatigue, and have higher engagement.

Placement details

- Images are displayed at 120x90px, however image resolution should be 240x180px. This resolution will be reduced to our display size of 120x90px, but the higher resolution allows for sharp display on high-DPI devices, such as Apple's Retina displays.
- Images should be in PNG format.
- The graphic should not have a border.
- The ad will include supporting text. Images should avoid unnecessary copy due to the small image resolution.
- Ads should favor supporting text over including copy in the ad image.
- Supporting text should be 80 characters or less for left navigation or fixed footer ads and 300 characters or less for footer ads.
- Text can be linked in its entirety, or words can be linked selectively.
- The image will be linked to the same page as supporting text.

Sidebar



An example of a doc page with a left navigation advertisement

Fixed footer



An example of a fixed footer advertisement

Footer

The screenshot shows the footer of a Read the Docs page. On the left is a dark sidebar with navigation links under three categories: DEVELOPER DOCUMENTATION (Changelog, Installation, Architecture, Testing, Building and Contributing to Documentation, Front End Development, Build Environments, How we use symlinks, Interesting Settings, Internationalization, Overview of issue labels, API), BUSINESS DOCUMENTATION (Read the Docs Business Features), and CUSTOM INSTALL DOCUMENTATION. At the bottom of the sidebar are the Read the Docs logo and a version selector for 'v: stable'. The main content area contains a table of contents with 'Read the Docs Theme' selected. A 'Next' button is visible. Below the table of contents is a sponsored advertisement placeholder with the text 'This is an advertisement in the footer. Click here for more information. Ads served ethically.' and a 'Sponsored' label. At the bottom, there is copyright information: '© Copyright 2010-2017, Read the Docs, Inc & contributors. Revision 0dca2485. Built with Sphinx using a theme provided by Read the Docs.'

An example of a footer advertisement