

# BRAD'S DEALS

## 2020 Media Solutions



# Meet Your New Audience

Over more than 15 years, we have learned what resonates with our growing subscriber base. By understanding what Brad's Deals shoppers love and where to reach them, we can target the customers you're looking for.

## The Specifics

**2.2**

Million mobile  
app downloads

**13**

Million site visits  
per month

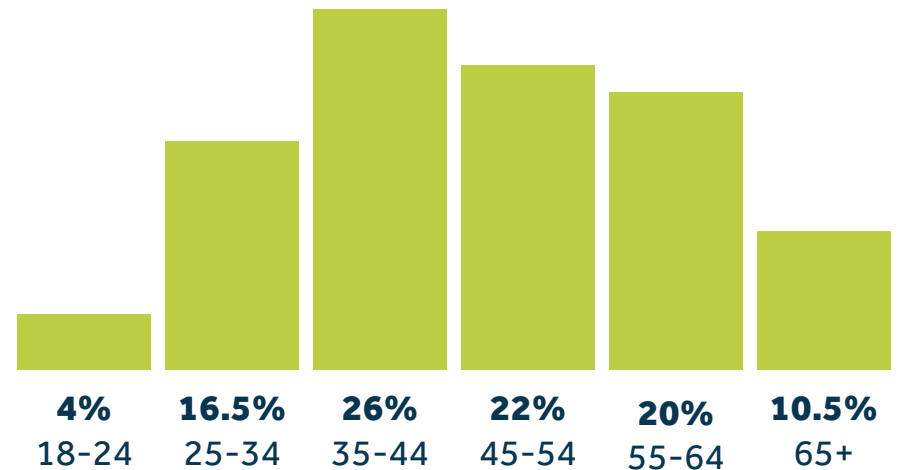
**10**

Million Emails  
sent daily

**2.5**

Million Facebook  
followers

## Age



## Gender

**70% Female**

**30% Male**

BRAD'S DEALS

[Deals](#)
[Deal Alerts](#)
[Coupons](#)
[Shopping Guide](#)
[60 Days of Deals](#)

[All Deals](#)
[Women](#)
[Men](#)
[Shoes](#)
[Home](#)
[Credit Cards](#)
[Electronics](#)
[Travel](#)
[Tickets](#)
[More Categories](#)

[Log In or Sign Up](#)

New!


My Deals

Popular

Newest

Exclusives

NEW



Side-Stripe Leggings \$8 Shipped

Exclusively for our readers, these women's **Side-Stripe Leggings** drop from \$9.99 to \$7.99 at **Tanga** when you apply our code BRADSD DEALS during checkout. Plus shipping is free. This is the best price we came across by \$2. Choose from sizes S-XL. The fabric is a blend of cotton, polyester, and spandex. Sales tax is charged in most states.


Get it at Tanga

K

Posted by Kiran 4 minutes ago

Share

NEW



Seat Cushion Support \$11 Shipped

This **Sofa Seat Cushion Support** drops from \$17.99 to \$10.99 at **Daily Steals** when you apply our exclusive promo code BDSSC at checkout. Plus shipping is free. This is the best price by \$7. The 19" x 18" panel provides support to a sagging sofa cushion. Sales tax is charged in most states.


Get it at Daily Steals

K

Posted by Kiran 11 minutes ago

Share

NEW



Samsung Soundbar & Subwoofer \$149 Shipped


This **Samsung Soundbar & Subwoofer Set**, originally \$199.99 and on sale for \$179, falls to \$149 when you enter code BRAD\$30 during checkout at **Parker Gwen**. Shipping is free. This is the best price we found by \$46! This 200-watt set includes a wireless subwoofer and is surround sound-ready. Sales tax is charged in most states.

Get it at Parker Gwen

Posted by Jason 20 minutes ago

Share

NEW




3 Months of Succulents \$30 + Free Ship

Get a **three-month gift subscription** at **Succulent Studios** for \$30. Our deal also includes free shipping, saving you \$19.50 in fees. Each month your chosen recipient will receive two baby succulent plants, identification cards, and care instructions. Sales tax is not charged in most states.

Get it at Succulent Studios


Posted by Melissa 20 minutes ago

Share



START YOUR FREE TRIAL


SIGN UP →




START YOUR FREE TRIAL

SIGN UP


Popular Stores




43 Coupons 5 Deals




26 Coupons 2 Deals



33 Coupons 2 Deals

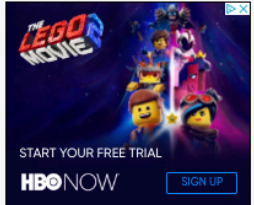


14 Coupons 0 Deals



146 Coupons 4 Deals


View All Stores »




START YOUR FREE TRIAL

SIGN UP

Popular Coupons



Amazon: Current Amazon Coupons



Overstock: 10% Off

# A Personalized Approach

Our approach to driving performance is tailored to your business, responsive to consumer feedback, and above all, human. Real people write our content, and real people manage your spend.

## Custom-built Solutions

Our team knows your goals are unique. They'll work with you to create a campaign that's customized to your needs, not cookie-cutter.

## A Real Person on Your Team

Rather than putting your ads on autopilot, a real person at Brad's Deals manages your marketing spend from start to finish.

## Optimized Campaigns

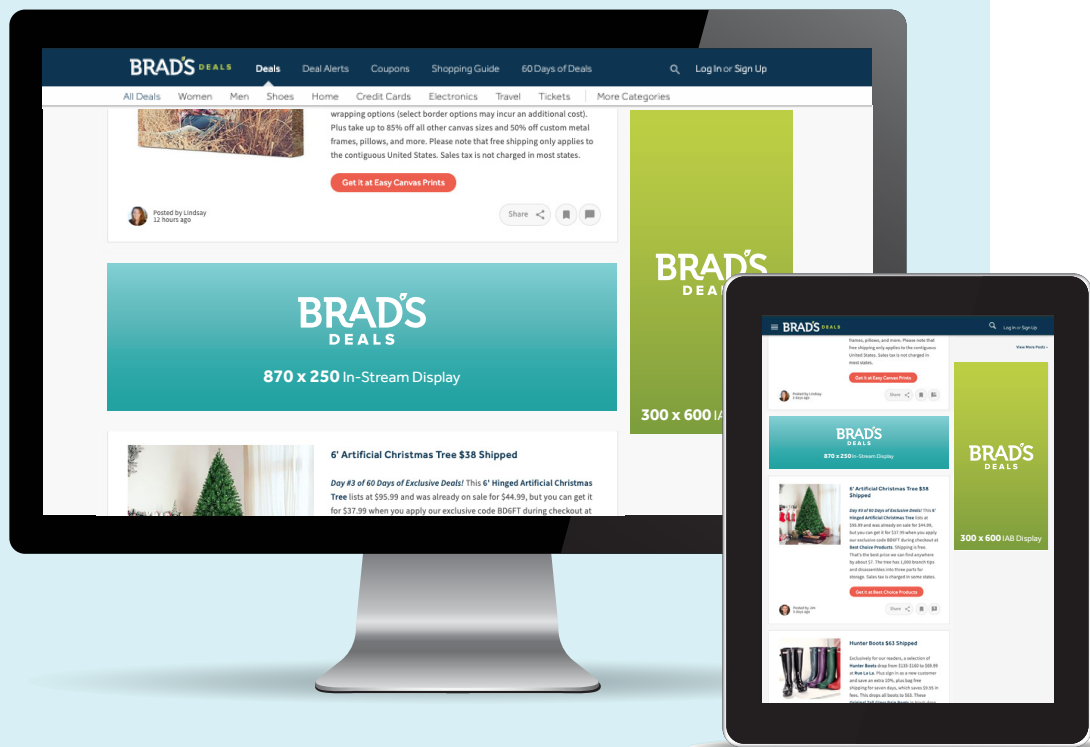
With A/B testing and daily reporting, we monitor performance every day (and adjust accordingly), rather than waiting until the campaign is over.

## ***Introducing our suite of options***

Below, you'll find out more about our suite of performance-focused solutions. The Brad's Deals creative team is here every step of the way to present your brand beautifully, and our optimization tools ensure that you get the most out of your campaign.

# HOME SCREEN NATIVE DISPLAY

870 x 250 Native In-Stream



NEW

16" x 20" Canvas \$19 Shipped!



**Day #5 of 60 Days of Exclusive Deals!** Exclusively for our readers, this **16" x 20" Standard Wrapped Canvas**, regularly \$156.47, drops to \$18.99 at **Easy Canvas Prints** when you activate [this link](#). Plus shipping is free. This is the lowest price we could find based on a similar canvas, and it's the lowest price we have seen on this size! Upload your own image (from your computer, Facebook, or Instagram), and choose from three border-wrapping options (select border options may incur an additional cost). Plus take up to 85% off all other canvas sizes and 50% off custom metal frames, pillows, and more. Please note that free shipping only applies to the contiguous United States. Sales tax is not charged in most states.

Get it at Easy Canvas Prints

Posted by Lindsay  
12 hours ago

Share

## BRAD'S DEALS

870 x 250 In-Stream Display



6' Artificial Christmas Tree \$38 Shipped

**Day #3 of 60 Days of Exclusive Deals!** This **6' Hinged Artificial Christmas Tree** lists at \$95.99 and was already on sale for \$44.99, but you can get it for \$37.99 when you apply our exclusive code **BD6FT** during checkout at **Best Choice Products**. Shipping is free. That's the best price we can find anywhere by about \$7. The tree has 1,000 branch tips and disassembles into three parts for storage. Sales tax is charged in some states.

Get it at Best Choice Products

Posted by Jim  
3 days ago

Share

NEW

Hunter Boots \$63 Shipped



Exclusively for our readers, a selection of **Hunter Boots** drop from \$135-\$160 to \$69.99 at **Rue La La**. Plus sign in as a new customer and save an extra 10%, plus bag free shipping for seven days, which saves \$9.95 in fees. This drops all boots to \$63. These **Original Tall Gloss Rain Boots** in black drop from \$150 to \$69.99 to \$63, a price low by \$13 in this color. And these **Original Short Boots** drop from \$140 to \$69.99 to \$63. Please note that you must be a member to access the sale, but sign-up is free. If you don't sign up as a new member, shipping will add \$9.95. Some items may sell out quickly. Sales tax is not charged in most states.

Get it at Rue La La

Posted by Lindsay  
a day ago

Share

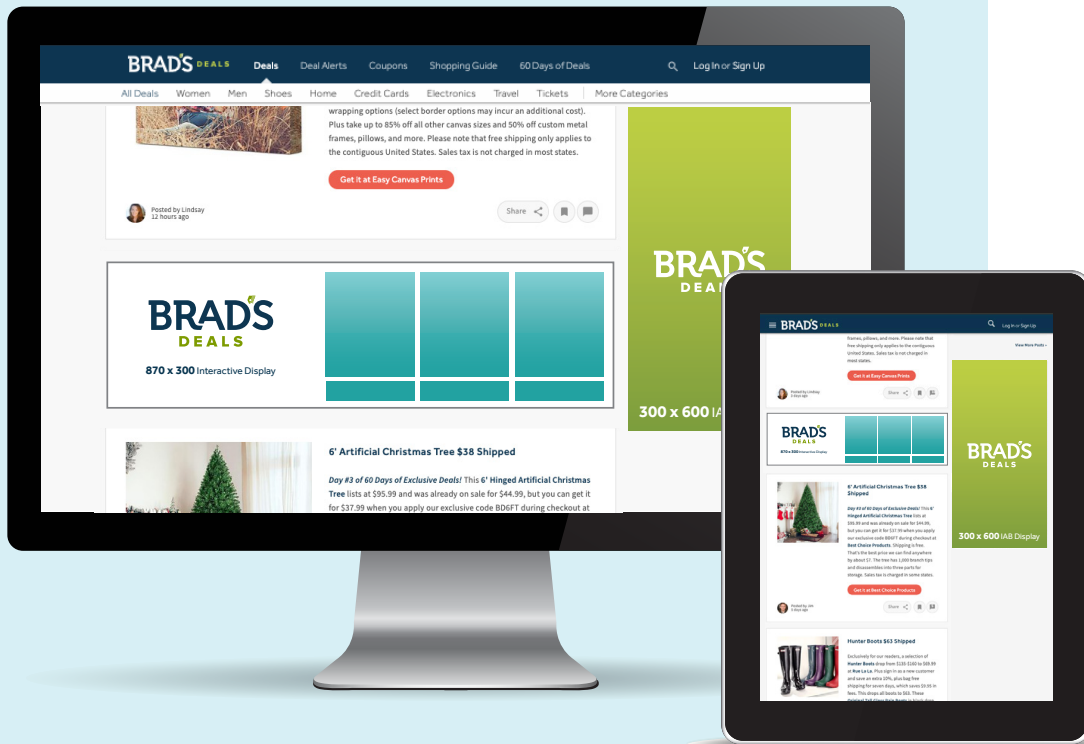
Embroidered Sherpa Throws \$27 Shipped

**Day #4 of 60 Days of Exclusive Deals!** Select **Embroidered Sherpa Throws** drop from \$50.99 to \$23 when you add the code **BD19EMBSHRPA** at checkout at **Gifts for You Now**. Plus this drop shipping to a flat \$4, which



# HOME SCREEN INTERACTIVE DISPLAY

870 x 300 Interactive In-Stream



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12 hours ago

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**BRAD'S  
DEALS**

870 x 300 Interactive Display



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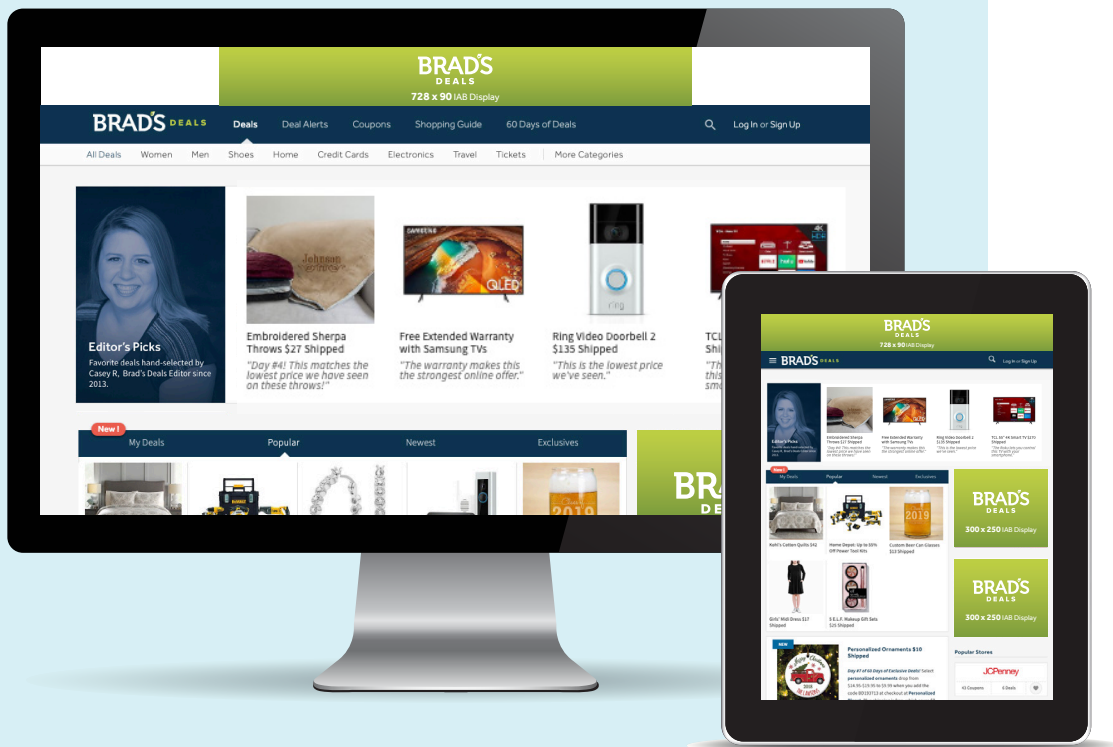
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# HOME SCREEN STANDARD DISPLAY

728 x 90 Leaderboard

300 x 250 Right Rail Cube

300 x 250 / 300 x 600 Right Rail Ride Along



BRAD'S DEALS

728 x 90 IAB Display

BRAD'S DEALS

Deals Deal Alerts Coupons Shopping Guide 60 Days of Deals

All Deals Women Men Shoes Home Credit Cards Electronics Travel Tickets More Categories

Editor's Picks

Favorite deals hand-selected by Casey R. Brad's Deals Editor since 2013.

16" x 20" Canvas \$19 Shipped!

"Day #5! This is the lowest price we have ever seen!"

72" Solar String Lights \$20 Shipped

"These waterproof lights work for up to 10 hours with a full charge."

40% Off Dearfoams Fireside Slippers

"Choose from many colors and styles!"

Samsung Soundbar & Subwoofer \$149 Shipped

"This is the best price we found by \$46!"

New!

My Deals Popular Newest Exclusives

Down-Alt Reversible Comforters \$13-\$29

JCPenney: Up to 60% Off Curtains

30-Piece Nonstick Cookware Set \$58

Cooks 5.3qt Air Fryer \$60 with Rebate

6pc Bathroom Towel Set \$23 Shipped

BRAD'S DEALS

300 x 250 IAB Display

NEW

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12 hours ago

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Posted by Jim

3 days ago

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Hunter Boots \$63 Shipped

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Get it at Rue La La

Posted by Lindsay

5 days ago

Share

Popular Stores

JCPenney

43 Coupons 19 Deals

Expedia

33 Coupons 2 Deals

Hotels.com

33 Coupons 2 Deals

Shutterfly

18 Coupons 0 Deals

ULTA

146 Coupons 5 Deals

View All Stores

BRAD'S DEALS

300 x 250 IAB Display

Popular Coupons

amazon

Amazon: Current Amazon Coupons

overstock

Overstock: 10% Off

Under Armour

Under Armour: Free Shipping Sitewide

BRAD'S DEALS

870 x 250 In-Stream Display

# EMAIL NATIVE ADS

540 x 150 Native In-stream

Each Brad's Deals email includes 30 deals posted by our editors as well as 3 in-stream ad placements for our media partners

**BRAD'S**  
DEALS

540 x 150 Email Display

**BRAD'S**  
DEALS

540 x 150 Email Display

**BRAD'S**  
DEALS

540 x 150 Email Display



**Massage Chair \$266 Shipped »**



**3pk eBags Packing Cubes \$20 Shipped »**

**BRAD'S**  
DEALS

540 x 150 Email Display



**6pk Long-Sleeve Shirts \$17 Shipped »**

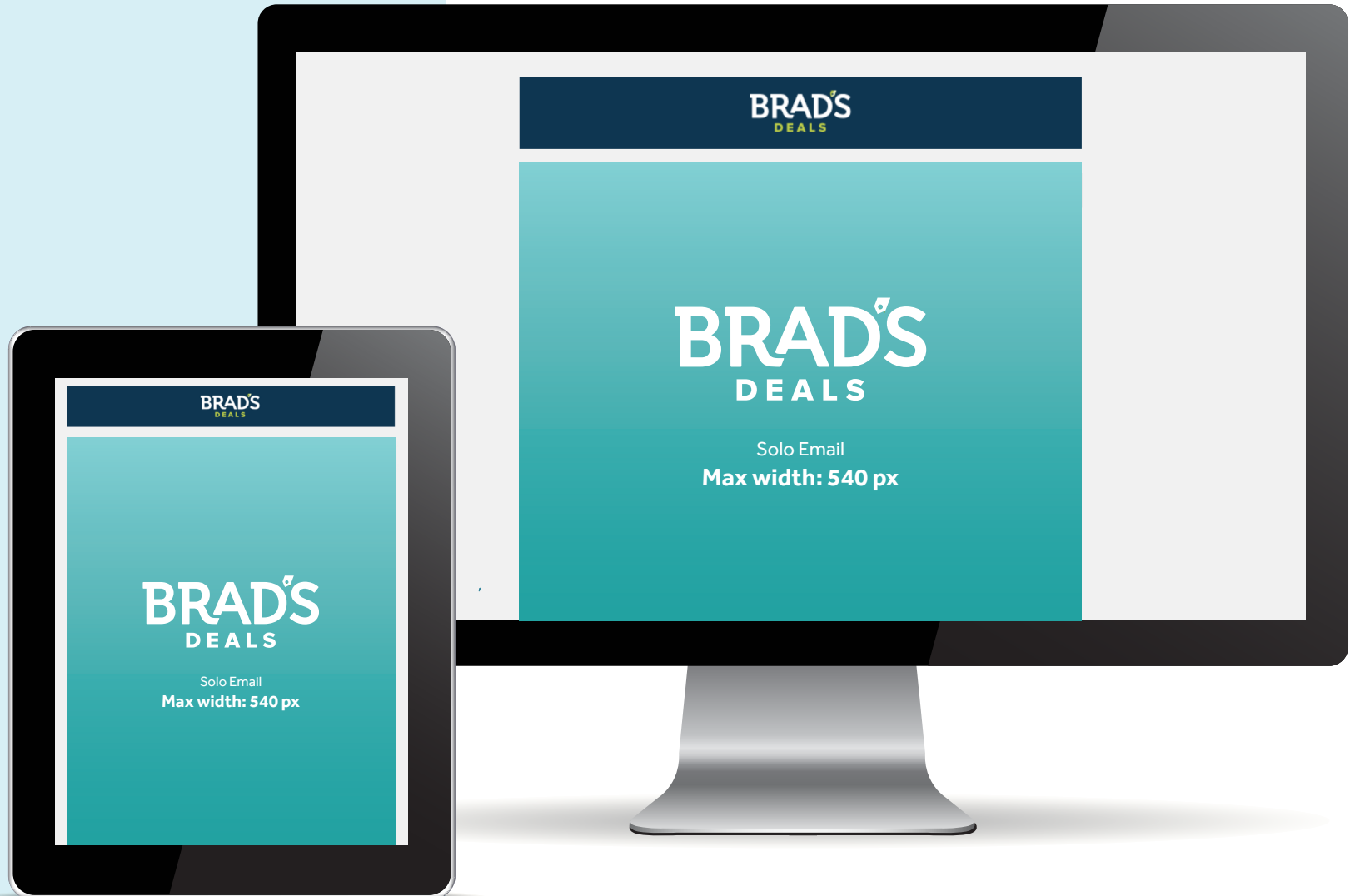


**Cuisinart Slicer & Spiralizer \$36 Shipped »**



# EMAIL SOLO SEND

540 x > 900 Custom Content



# MEDIA GUIDELINES

Website: Native Ad Space



Website: Native Interactive Ad Space



Email



# FILE DELIVERY AND SPECIFICATIONS

## Methods for file delivery:

- Email
- YouSendIt
- DropBox
- Hightail

## File types:

- |      |         |
|------|---------|
| .ai  | .png    |
| .eps | .psd    |
| .jpg | .zip    |
| .gif | .html   |
| .pdf | (html5) |

## What's included:

- In-house creative
  - A/B testing
  - Daily reporting

## Source Files:

- All fonts must be outlined or embedded
  - All Images must be embedded
- Animation must follow IAB best practice
  - Advertisements cannot mimic Brad's Deals branding or deal modules
  - No videos

# MEDIA GUIDELINES

Website: IAB Ad Space

A vertical rectangular advertisement with a green gradient background. The text "BRAD'S DEALS" is centered in white, with "BRAD'S" in a larger, bold font and "DEALS" in a smaller font below it.

**BRAD'S**  
DEALS

**300 x 600** IAB Display

A horizontal rectangular advertisement with a green gradient background. The text "BRAD'S DEALS" is centered in white, with "BRAD'S" in a larger, bold font and "DEALS" in a smaller font below it.

**BRAD'S**  
DEALS

**300 x 250** IAB Display

A wide horizontal rectangular advertisement with a green gradient background. The text "BRAD'S DEALS" is on the left in white, with "BRAD'S" in a larger, bold font and "DEALS" in a smaller font below it.

**BRAD'S**  
DEALS

**728 x 90** IAB Display

# FILE DELIVERY AND SPECIFICATIONS

## Methods for file delivery:

- Email
- YouSendIt
- DropBox
- Hightail

## File types:

.ai	.png
.eps	.psd
.jpg	.zip
.gif	.html
.pdf	(html5)

## What's included:

- In-house creative
  - A/B testing
- Daily reporting

## Source Files:

- All fonts must be outlined or embedded
  - All Images must be embedded
- Animation must follow IAB best practice
  - Advertisements cannot mimic Brad's Deals branding or deal modules
- No videos



We look forward to hearing from you  
***Let's get started***