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

- 4% 18-24
- 16.5% 25-34
- 26% 35-44
- 22% 45-54
- 20% 55-64
- 10.5% 65+

Gender

- 70% Female
- 30% Male
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
INTERACTIVE DISPLAY

870 x 300 Interactive In-Stream
HOME SCREEN
STANDARD DISPLAY

728 x 90 Leaderboard
300 x 250 Right Rail Cube
300 x 250 / 300 x 600 Right Rail Ride Along
Each Brad’s Deals email includes 30 deals posted by our editors as well as 3 in-stream ad placements for our media partners.

**EMAIL NATIVE ADS**

540 x 150 Native In-stream

- Massage Chair $266 Shipped
- 3pk eBags Packing Cubes $20 Shipped
- 6pk Long-Sleeve Shirts $17 Shipped
- Cuisinart Slicer & Spiralizer $36 Shipped

**BRAD’S DEALS**

540 x 150 Email Display
EMAIL SOLO SEND

540 x > 900 Custom Content

Solo Email
Max width: 540 px
MEDIA GUIDELINES

Website: Native Ad Space

BRAD'S DEALS

870 x 250 Email Display

Website: Native Interactive Ad Space

BRAD'S DEALS

870 x 300 Interactive Display

Email

BRAD'S DEALS

540 x 150 Email Display

FILE DELIVERY AND SPECIFICATIONS

Methods for file delivery:

• Email
• DropBox
• YouSendIt
• 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

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Let's get started

We look forward to hearing from you

Let's get started