

Carbon

We Reach **Developers & Designers** in *Their Natural Habitat*

Carbon Ads is a curated native advertising network serving 900+ developer and designer websites. Since 2010, we've connected technical brands with developers where they work — on documentation sites, developer tools, and trusted resources they visit daily.

900+
Publishers

250M+
Monthly Impressions

Whitelisted
On Ad-Block

Ads so *simple*, they stand out.

We've worked with developers for **almost 2 decades**.

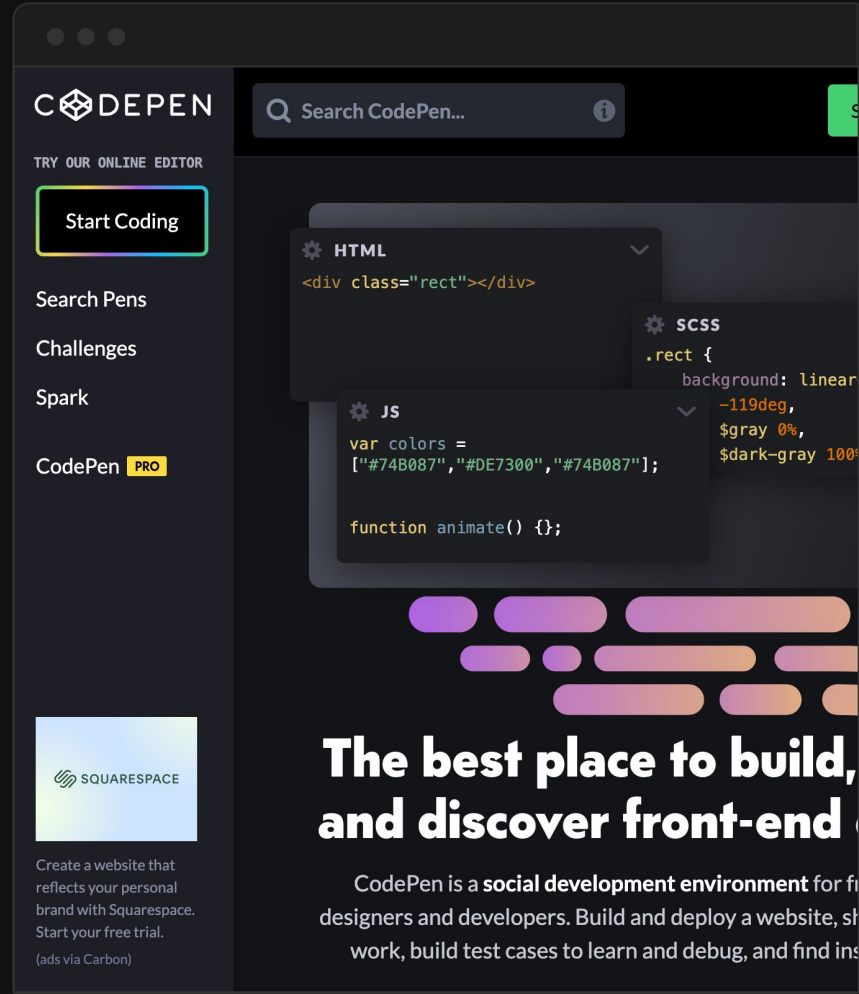
We know these developers make research-based decisions over extended periods of time before converting.

The most successful marketing programs combine awareness and education.

"Carbon Ads gives us access to thousands of high-quality publishers through a single campaign. Their curated audiences save me time and money."



Matt Reichard
User Acquisition @ Storyblocks

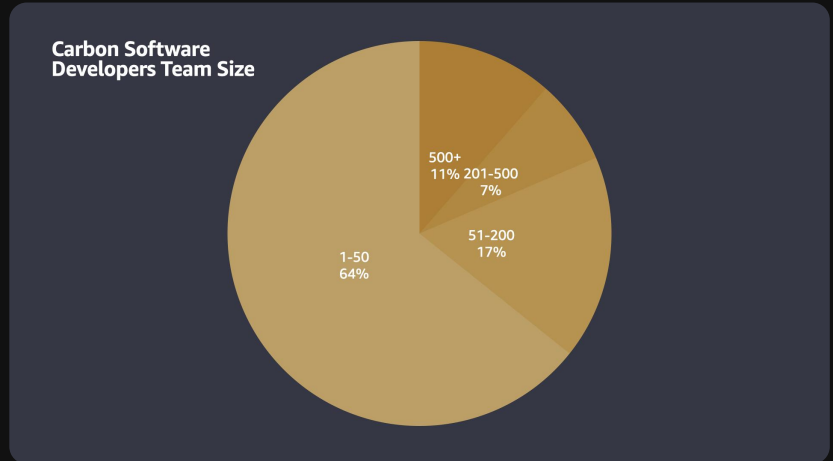
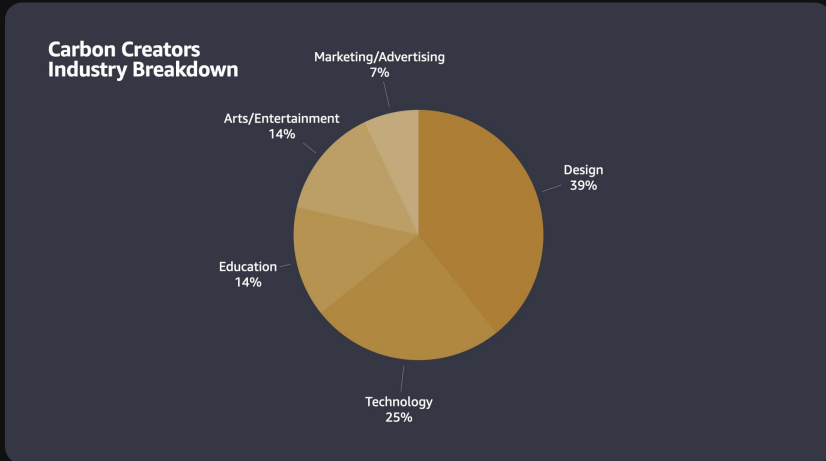
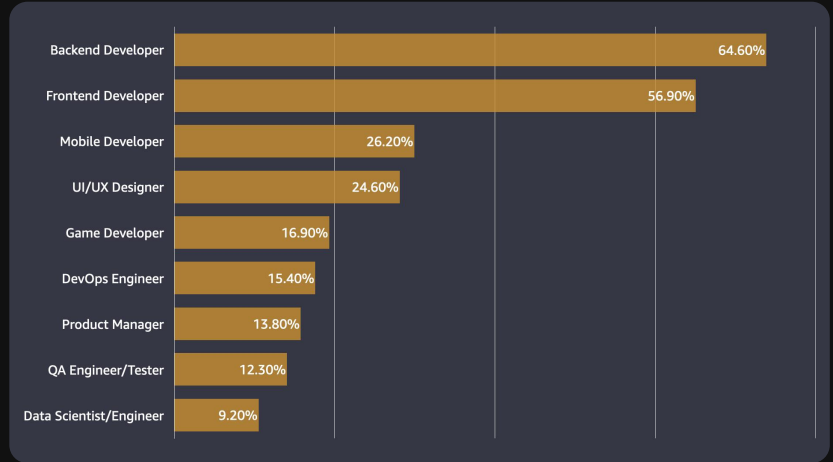


The screenshot shows the CodePen website interface. At the top left is the CodePen logo and the text "TRY OUR ONLINE EDITOR". Below this is a "Start Coding" button with a colorful border. To the right is a search bar labeled "Search CodePen...". The main content area displays a code editor with three panels: HTML, SCSS, and JS. The HTML panel contains `<div class="rect"></div>`. The SCSS panel contains `.rect { background: linear-gradient(-119deg, $gray 0%, $dark-gray 100%); }`. The JS panel contains `var colors = ["#74B087", "#DE7300", "#74B087"]; function animate() {};`. Below the code editor is a Squarespace advertisement with the Squarespace logo and the text "Create a website that reflects your personal brand with Squarespace. Start your free trial. (ads via Carbon)". At the bottom right, there is a large white text overlay that reads "The best place to build, and discover front-end" followed by "CodePen is a social development environment for front-end designers and developers. Build and deploy a website, share your work, build test cases to learn and debug, and find inspiration."

Carbon Ads Audience

Research-Driven

- Working-hours traffic patterns
- High engagement with educational content
- Active seekers of new tools and solutions
- Influence on technology purchasing decisions



The AI wave is here.

Developers today are racing to close the AI skills gap - 66% of tech leaders say they won't hire without AI fluency. Carbon Ads reaches these developers in the places they learn and build, positioning your brand as a resource that supports their growth rather than an interruption.

If your AI solution helps developers learn faster, code smarter, or ship AI-powered features, Carbon puts you in front of the audience actively looking for that edge.

Brands like Agent.ai, Bolt, Together.ai, MongoDB, and Google Cloud use AI messaging on Carbon and across our developer ecosystem to connect with these high-intent audiences.

bolt.new

agent.ai

 MongoDB®



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Carbon Ads Communities

Developer Circle

- Personal blogs from industry leaders
- Documentation pages for frameworks
- Online development tools
- Technical reference sites
- Open source project pages

Creator Circle

- Industry resource sites
- Educational platforms
- Community-driven content
- Design inspiration galleries
- Development tutorials

Pricing

AUDIENCE	PRICING
Developer	\$4.75 CPM for Optimized ROW Blend*
Creator	\$4 CPM for Optimized ROW Blend*

*Optimized ROW is "Run of world" including our standard anti-targeting. We remove 20+ countries with non-English primary languages at no additional cost to you.

Discounting

We offer a transparent discount opportunity that maximizes success outcomes based on historical campaigns. We offer up to 15% added value (AV) when we commit to the following:

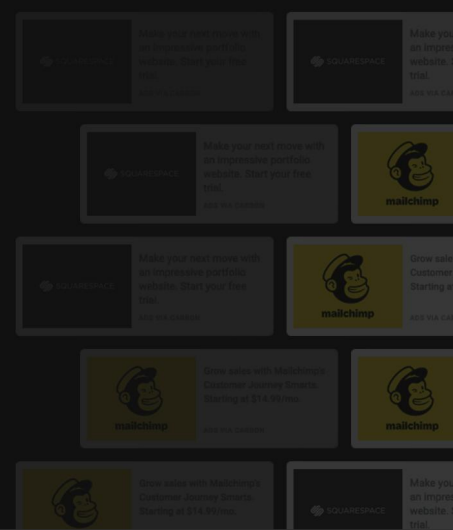
- 5% AV: Clearly defined campaign goals and quantitative KPIs
- 5% AV: Read-only access to GA4 and/or consistent weekly conversion reporting
- 5% AV: Creative refreshes every 45-90 days

Curious why we ask for this?

[Read how we decreased CPA costs by 91% for a leading identity management solution](#) →

Building Successful Campaigns *Together.*

We'll help you test CTA and creative to build your market playbook for scale.



Month 1 + 2

- A/B test creative
- Goal: ID strongest messaging and creatives

Month 3 + 4

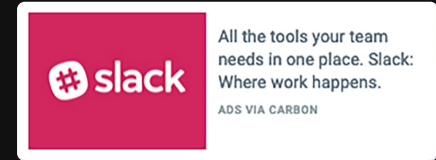
- Create dedicated landing pages per audience for messaging and determining the correct offer
- Install attribution tracking
- Goal: Optimize based on shared performance data

Month 5+

- Scale campaign
- Ongoing performance optimization

Carbon Classic

Carbon's native ads integrate seamlessly into each publisher's unique design, creating an experience that feels like curated content rather than advertising. Every ad is custom-implemented by our publisher partners to match their site's aesthetic and user experience.



Typical Performance

- Click-through rates: 0.8% - 2.1%
- Viewability: 95%+
- Brand lift: 23% average increase in aided awareness

What You Provide

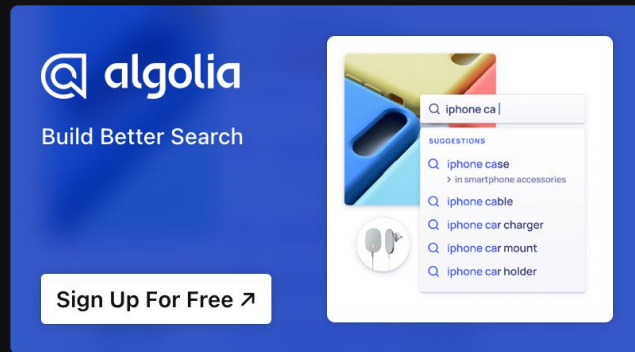
- 260×200px image (PNG or JPG)
- 80 characters of compelling copy
- Landing page URL
- Optional: Multiple creative variations for A/B testing

What We Deliver

- Custom implementation on each publisher site
- Performance tracking and analytics
- Monthly reporting with insights
- Campaign optimization recommendations

Carbon Cover

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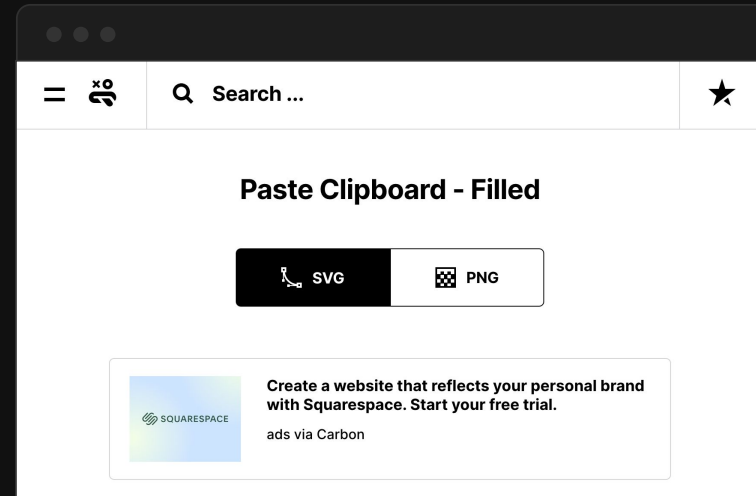
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Premium Placements

High-Impact Positioning for Maximum Visibility.

For campaigns requiring enhanced visibility, Carbon offers premium placement options that maintain our quality-first approach while providing additional prominence.



Featured Placements

- Above-the-fold positioning
- Homepage placements on select high-traffic sites
- Sticky/floating ad units (desktop only)
- Newsletter sponsorships
- Content series sponsorships

Premium Benefits

- Guaranteed positioning
- Enhanced reporting and analytics
- Direct account management
- Custom creative development support
- Priority access to new publisher partners

Custom Solutions

- Sponsored content series
- Technical webinar promotions
- Tool/framework launch campaigns
- Developer conference promos
- Open source project sponsorships

Recent Success Stories

As a long time buyer, **MongoDB** recently started running on the Carbon ad network. After 1 month of testing, BSA optimized performance and decreased cost per registration by 90% over a 3 month campaign.



Andela observed the first increase in organic traffic since August 2024, directly correlated with the duration of their BSA campaign. BSA's placements have been their top referring domains!



Carbon Cover (Vertical)

Seen on [css-tricks.com](#), the creative adapts to the container size and flow smoothly into the sidebar.

🔗 CSS Anchor Positioning and the `anchor-scope` property

Hey!

See our complete [CSS Anchor Positioning Guide](#) for a comprehensive deep dive.

Anchor Positioning brings two new concepts to CSS, an *anchor* element and a *target* element. The anchor is the element used as a reference for positioning other elements, hence the anchor name. While the target is an absolutely-positioned element placed relative to one or more anchors.

An anchor and a target can be almost every element, so you can think of them as just two `div` sitting next to each other:

```
<div class="anchor">anchor</div>
<div class="target">target</div>
```

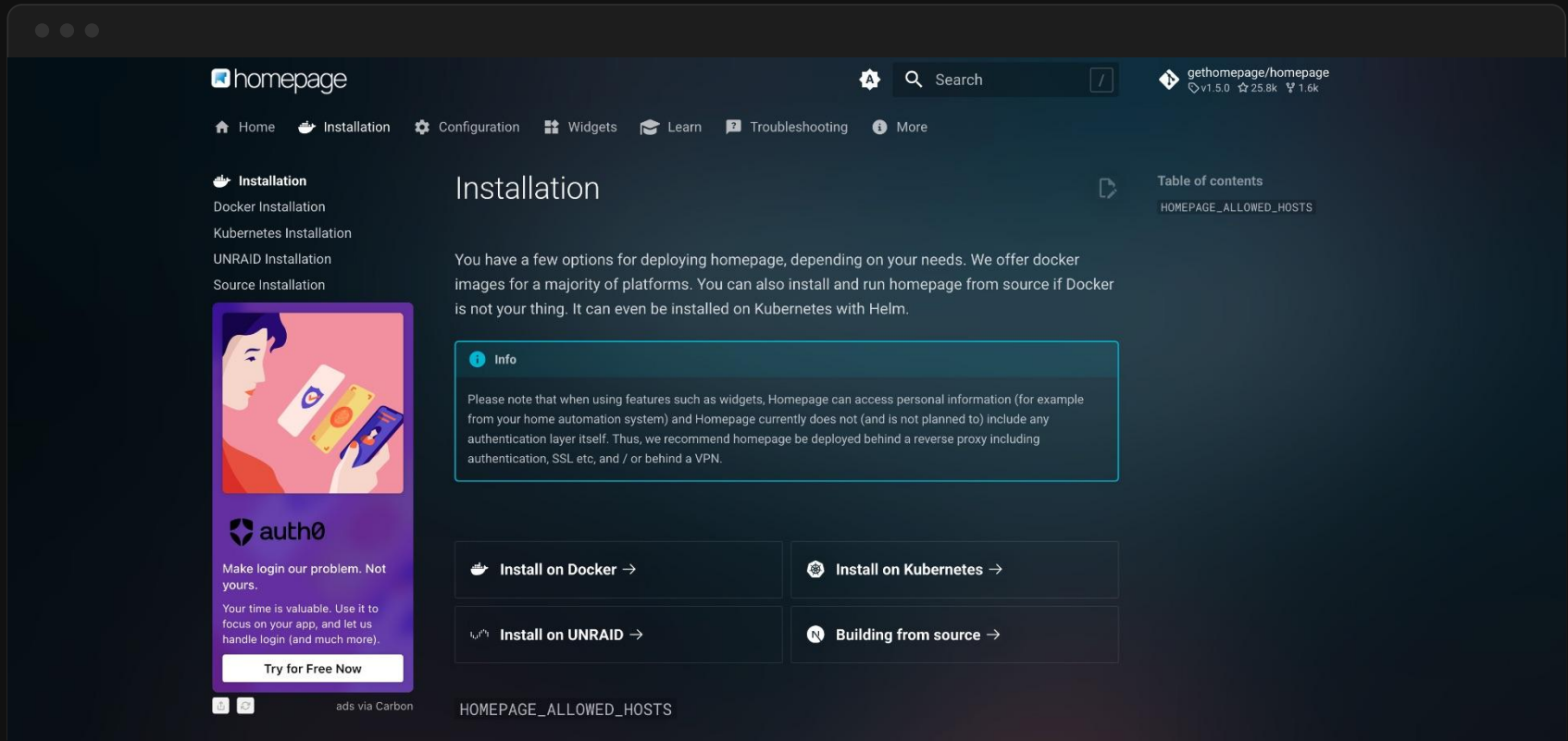
HTML



ads via Carbon

Carbon Cover (Vertical)

Seen on gethomepage.dev, a customizable application dashboard documentation.



The screenshot shows the 'Installation' page of the 'homepage' application. The page has a dark theme and includes a navigation bar with links for Home, Installation, Configuration, Widgets, Learn, Troubleshooting, and More. The main content area is titled 'Installation' and contains a paragraph explaining deployment options: Docker, UNRAID, and source installation. A prominent 'Info' box contains a warning about data access when using widgets. At the bottom, there are four buttons for installation methods: 'Install on Docker', 'Install on Kubernetes', 'Install on UNRAID', and 'Building from source'. On the left side, there is a sidebar with 'Installation' sub-links and an 'auth0' advertisement.

homepage

gethomepage/homepage
v1.5.0 ☆ 25.8k ▼ 1.6k

Home Installation Configuration Widgets Learn Troubleshooting More

Installation

- Docker Installation
- Kubernetes Installation
- UNRAID Installation
- Source Installation

Installation

Table of contents

- HOMEPAGE_ALLOWED_HOSTS

You have a few options for deploying homepage, depending on your needs. We offer docker images for a majority of platforms. You can also install and run homepage from source if Docker is not your thing. It can even be installed on Kubernetes with Helm.

Info

Please note that when using features such as widgets, Homepage can access personal information (for example from your home automation system) and Homepage currently does not (and is not planned to) include any authentication layer itself. Thus, we recommend homepage be deployed behind a reverse proxy including authentication, SSL etc, and / or behind a VPN.

auth0

Make login our problem. Not yours.

Your time is valuable. Use it to focus on your app, and let us handle login (and much more).

Try for Free Now

ads via Carbon

HOMEPAGE_ALLOWED_HOSTS

Install on Docker →

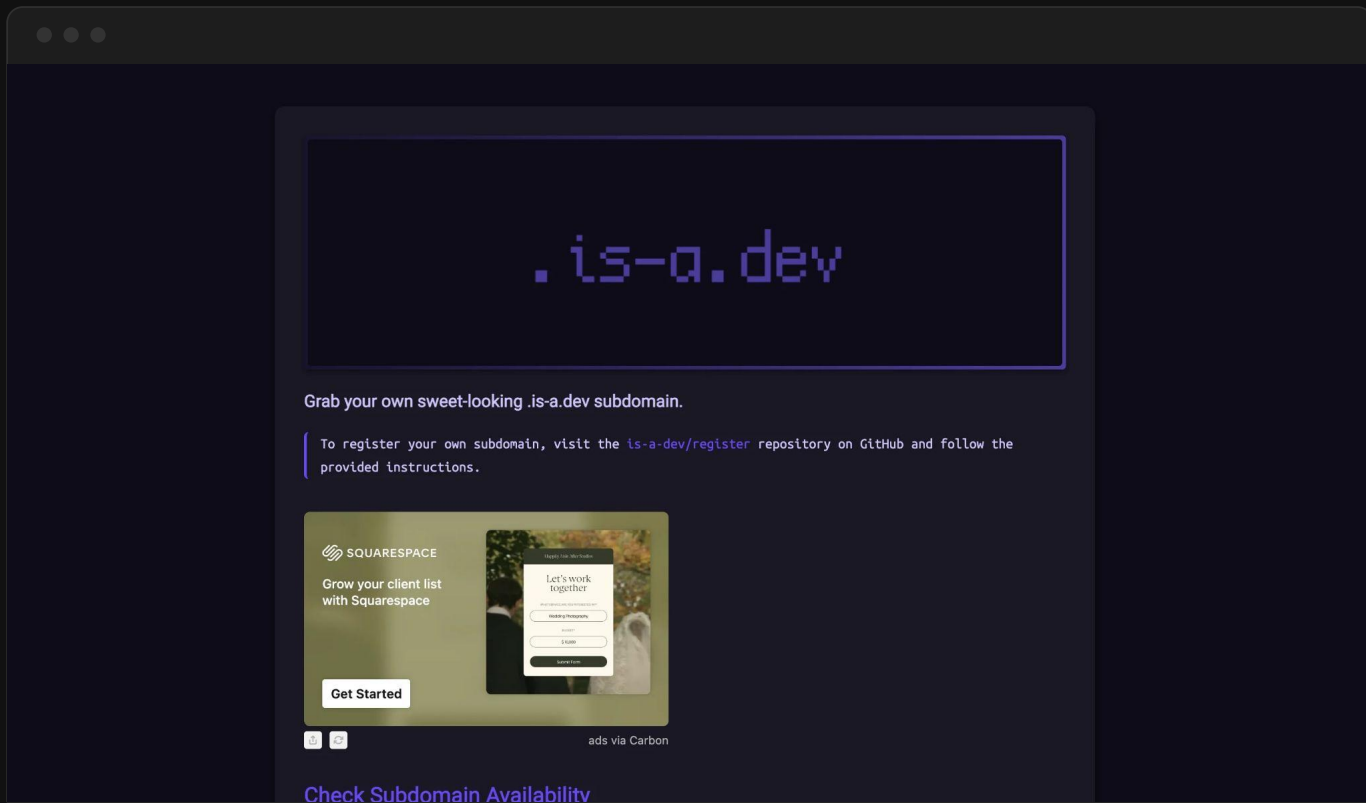
Install on Kubernetes →

Install on UNRAID →

Building from source →

Carbon Cover (Horizontal)

Seen on is-a.dev, the creative is animated on hover to reveal more information about your brand.



Carbon Classic

Seen on getbootstrap.com, the timeless format is preferred by most developers and builders that fits on any pages.



Build fast, responsive sites with Bootstrap

Powerful, extensible, and feature-packed frontend toolkit. Build and customize with Sass, utilize prebuilt grid system and components, and bring projects to life with powerful JavaScript plugins.

```
$ npm i bootstrap@5.3.7
```

[Read the docs](#)

Currently **v5.3.7** · [Download](#) · [All releases](#)



React teams: Test premium email builder features free for 14 days. Export code and remove branding, ads via Carbon