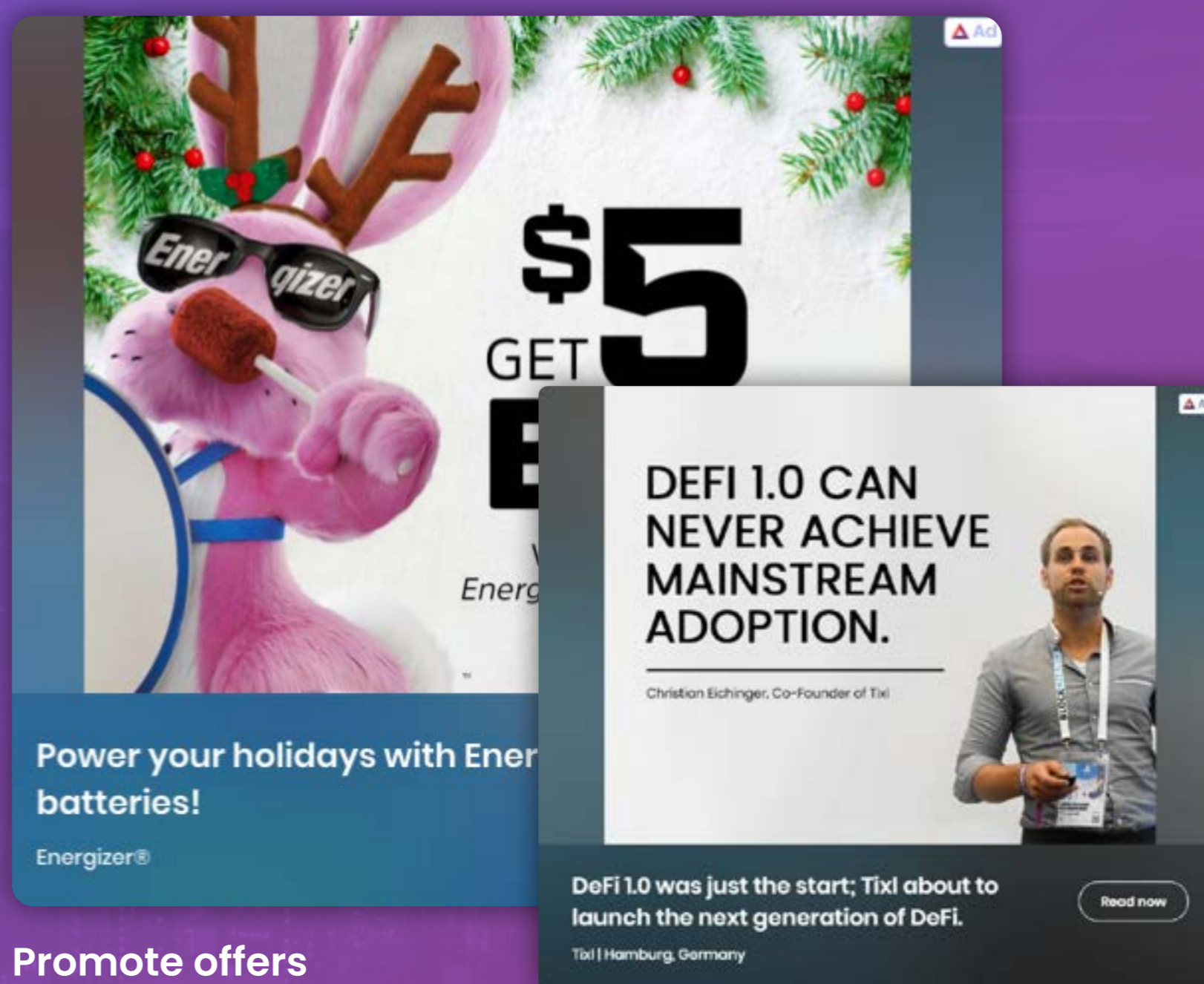# Brave News Ad Unit

Launch Guidelines

Promote offers

Promote content

Brave News: Media Opportunities

Awareness and Demand Generation

Brave News introduces the new Brave Ads unit for brands to:

Promote content

Inform, educate and generate awareness for your brand narrative and campaign initiatives.

Promote offers

Generate demand for products and promotions.

Viewable Inventory

- Both Brave News ad units are engineered for viewability.
- Ad events are only reported when ads are 100% in view; brands do not pay for impressions that are not viewed.

- In addition to whether the ad was viewed, Brave provides a 10 second landing page visit event metric to help brands understand landing page efficacy.

Exclusive Share of Voice in Sequence

Brave News ad units deliver in an explicit sequence, ensuring that the only one brand placement is viewable while scrolling the feed. Your brand does not compete with others for attention in the feed sequence.

Enabled in Brave News, by Default

- Brave News is an ad-supported feature within Brave.
- All Brave users that enable Brave News will observe Brave News ads, regardless of Brave Rewards opt-in.

Brave News Ad Unit

- Enabled by default for all Brave News users, Brave News Ads are a visually impactful addition to the Brave News feed.

- Ads begin displaying in the second position of the feed, and then display after on every fifth card.

- Ad unit features an image, using the popular MPU banner proportions; images natively conform to fit within the desktop and mobile Brave News feeds.

- Text for the ad unit includes a title, customizable Call to Action (CTA) button text and advertiser name.

- Brave News Ads display by default for all users. In the future, we intend to release a feature allowing for Ads to be disabled if the user elects to purchase the Brave News premium option.

- Reporting includes precise impression, click and 10 second landing page visit counts.

Promote offers

Promote content
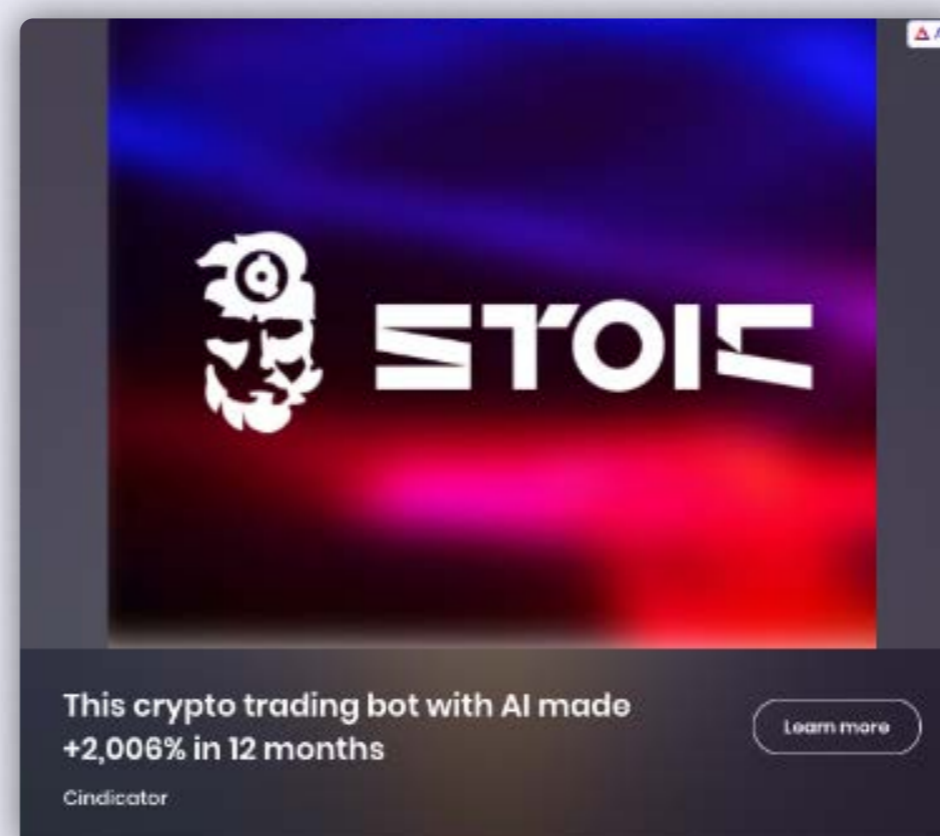
Desktop
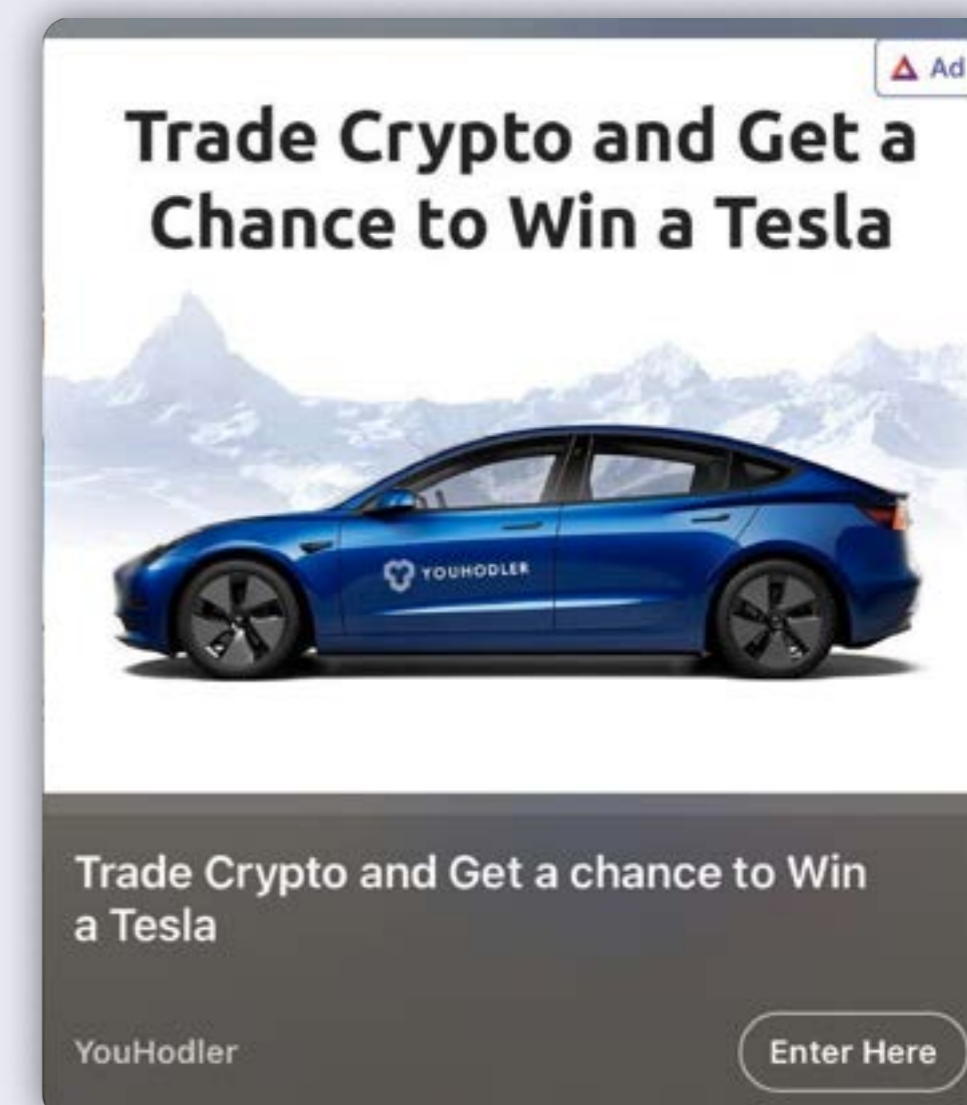
Mobile

Advertiser Deliverables

Image

- Image size: 900x750px

- Brave-hosted: images up to 5MB in size can be supplied for Brave to host and serve in JPG or PNG formats.

- Self-hosted: Advertiser supplies the https:// image URL for Brave to render the advertiser-hosted images.

Text

- Title text: up to 90 characters

- Call to Action (CTA): up to 15 characters

- Advertiser name: up to 30 characters

Targeting

Geo-targeting: global, to English-language devices.

Geo: Country	✅
Operating System	✅

Rates

$20 CPM

Reporting

Impressions	✅
Clicks	✅
10 Second Landing Page Visits	✅
Dashboard Visualization	✅
CSV Export	✅

Contact adsales@brave.com for more information