PRODUCT INFO

Alt **Network**

Advertise restricted industries across mainstream websites.

Most ad platforms block cannabis, tobacco, and gambling advertisers. Our Alt Network is a group of websites and apps that have opted in to show ads from these industries, so your business can reach adults across the web with the same tools other advertisers use.

WHO IT'S FOR

Cannabis & CBD
Dispensaries and brands

Tobacco & vape
Smoke, vape, and cigar shops

Casinos
Casinos and gaming venues

Sports betting
Licensed betting and gaming

Available for advertisers in the United States and Canada.

BUILT-IN COMPLIANCE

- Every campaign targets adults 21 and older.
- Ads only run in areas where your product is legal.
- Ads are labeled as sensitive, so only publishers who opt in show them.
- Every ad is reviewed before launch.

TARGETING OPTIONS

Demographic
Age, gender, household income, career, and more.

Behavioral
Search, click, and web browsing history.

Content
The kinds of sites and content people visit.

Geographic
City, DMA, state, ZIP code, or radius.

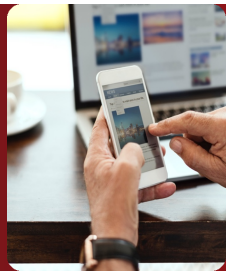
Frequency caps
Limit how often someone sees your ad.

Day parting
Show ads when customers are most likely to buy.

Reach customers other platforms won't.

Let's build an Alt Network campaign that fits your goals and follows the rules where you do business.

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WAYS TO REACH YOUR AUDIENCE

Display ads

Banner ads on general-market news, sports, and entertainment sites.

Device ID geofencing

Reach people who visited specific locations in the past 7 days to 12 months.

Online video

Short video ads that play before online content, on any device.

Streaming TV

Your commercial on smart TVs and streaming devices, plus phones and tablets.

Email

Targeted emails to adults 21+ based on interests and buying habits.

Site retargeting

Bring back people who already visited your website.

REPORTING

Your reports are available 24/7 in your online dashboard and updated with data through yesterday. You'll see impressions, clicks, and conversions by day, plus performance by campaign, ad group, creative, and location.

Overall performance

- Impressions and clicks by location
- Click-through rate (CTR)
- Total conversions
- Performance over time

Creative performance

- Impressions and clicks
- Click-through rate (CTR)
- Click and view conversions
- Creative preview

CONVERSIONS AND MINIMUMS

Campaign minimum

40,000 impressions per month, per campaign.

Conversions

Up to five conversions tracked per campaign.

Revenue tracking

Requires $5,000+ per month in ad spend and a pixel placed by your web developer.

Recommended sizes

728x90, 300x250, 320x50, 160x600, and 300x600 in JPG or GIF.

Ready to get started?

Tell us about your business and where you operate. We'll handle the targeting, compliance checks, and reporting.

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