

ADS FOR NEWSSM

Ads for News offers you

a curated portfolio of trusted local news websites worldwide, screened by local partners to exclude content unsuitable for brands, such as disinformation and fake news. We welcome brand advertisers to reach new audiences on trusted, local news websites worldwide. *Ads for News is a finalist in Fast Company's 2021 World-Changing Ideas awards.*



Auction Package ID:
549644393847655529

53%
more trusted

50%
more likely to engage

85%
increase consumer confidence

News compared to other advertising environments

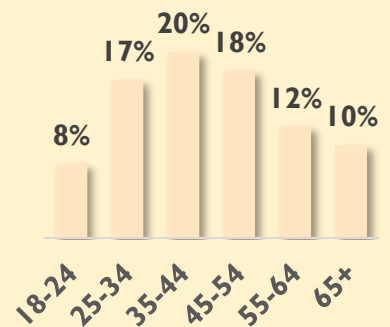
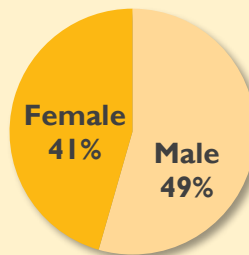
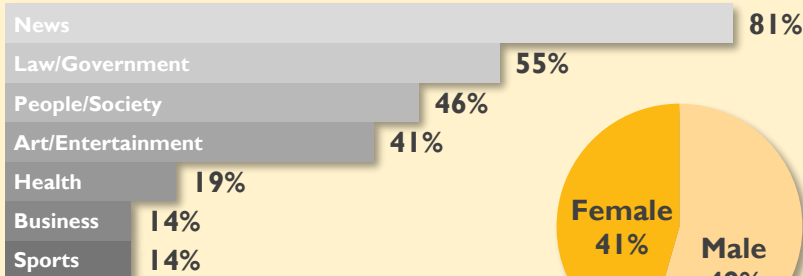
Offer

- **Display and video inventory**
- **3,000 reputable news outlets** in 30 emerging and developed markets worldwide, available directly in Google Ad Manager
- **33 billion impressions** (854 million unique impressions) per week with top interest in news, law, politics, people, and art/entertainment

Benefits

- **New audiences** in trusted, local news
- **Vetted domains strengthen your brand trust** by preventing adjacencies with fake news and disinformation
- **85% of people believe a brand is right for them** if they see it advertised in their trusted news brand.

Top Verticals

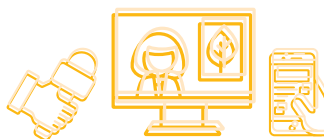


Buying advertising from trusted local news is a good thing!

Get free resources and get started at adsfornews.org



30 COUNTRIES



TRUSTED, LOCAL NEWS



GOOD FOR BRANDS