MEDIA KIT · VERSION 2026-11-22

Advertise on adtestbench.com

adtestbench.com compares AI marketing tools for the people who buy them: performance marketers, e-commerce founders, agencies and creators who make ads. Every tool page states prices, plan limits, ad-use rights and a verdict, checked against the vendor's own pages.

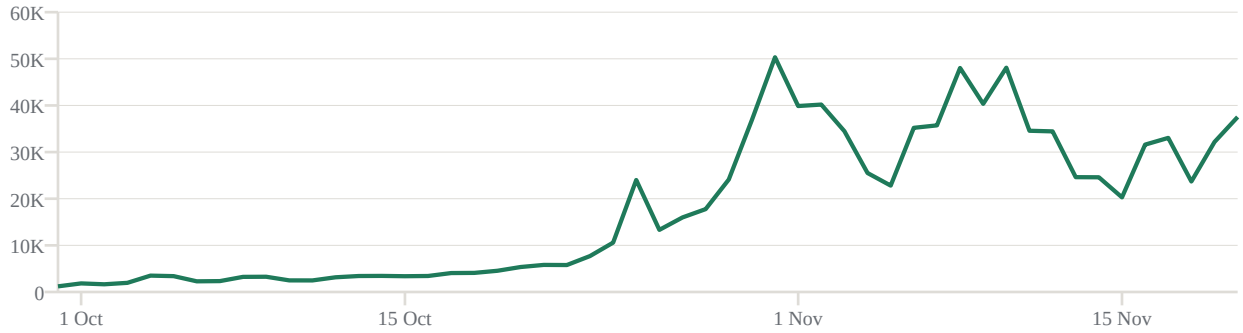
~11,200
readers in the last 30 days (estimate, people only, 22 Oct–20 Nov 2026)

873K
page views served in 30 days, incl. search and AI crawlers

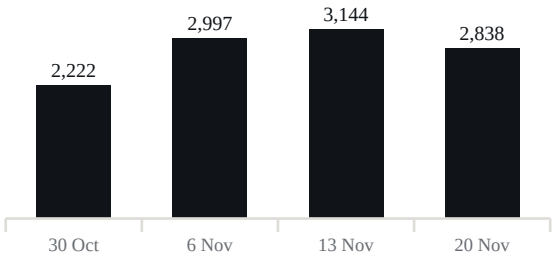
3,412
reader clicks to Higgsfield alone in 30 days, one of the tools we cover

126
AI tools covered · 1,035 English pages · 8 languages

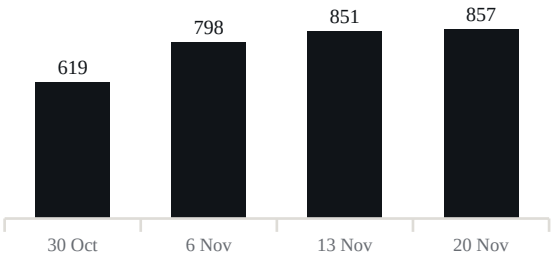
Page views served per day (Cloudflare, every visitor incl. search and AI crawlers)



Readers per week (estimate, people only)



Reader clicks to Higgsfield per week



How we count. Page views and phone visits come from Cloudflare, which logs every request to the site (read 21 Nov 2026). Most page views come from search engines and AI assistants reading the site. For people only, we keep phone visits with a real browser, remove known bot traffic, and scale to all devices (phones are about a third of our readers): about 20,200 human page views and 11,200 readers in 30 days. Clicks to Higgsfield come from its affiliate dashboard. Weeks end on the date shown.

Who reads it

• **Buyers comparing tools.** Readers land on pricing pages, "X vs Y" comparisons and alternatives lists: the last step before a sign-up.

• **AI assistants send readers.** ChatGPT and Microsoft Copilot cite our pages and pass our links. ChatGPT is our largest identified source of readers.

• **International.** Every page also exists in Spanish, French, German, Traditional Chinese, Korean, Japanese and Brazilian Portuguese.

Placements and prices

Placement	What you get	Price (USD)
Homepage banner	One banner at the top of the homepage, one advertiser at a time.	150 a week · 450 for 4 weeks
Banner on a page about your competitors	Your banner on one guide, comparison or alternatives page of your choice (for example "Runway alternatives"). One advertiser per page.	150 a week per page
Sponsored article	An article on a marketing + AI topic, written by us.	On request

Banner design: send your own, or we design it for you at no extra cost. Format: 1200 × 300 px for desktop and 600 × 300 px for phones, JPG, PNG or WebP under 300 KB, plus one destination link.

Open placements

Banners can go on our guides, best-of lists, comparison and alternatives pages, except pages about the tools we already partner with. Ask for the current list of open pages and their traffic.

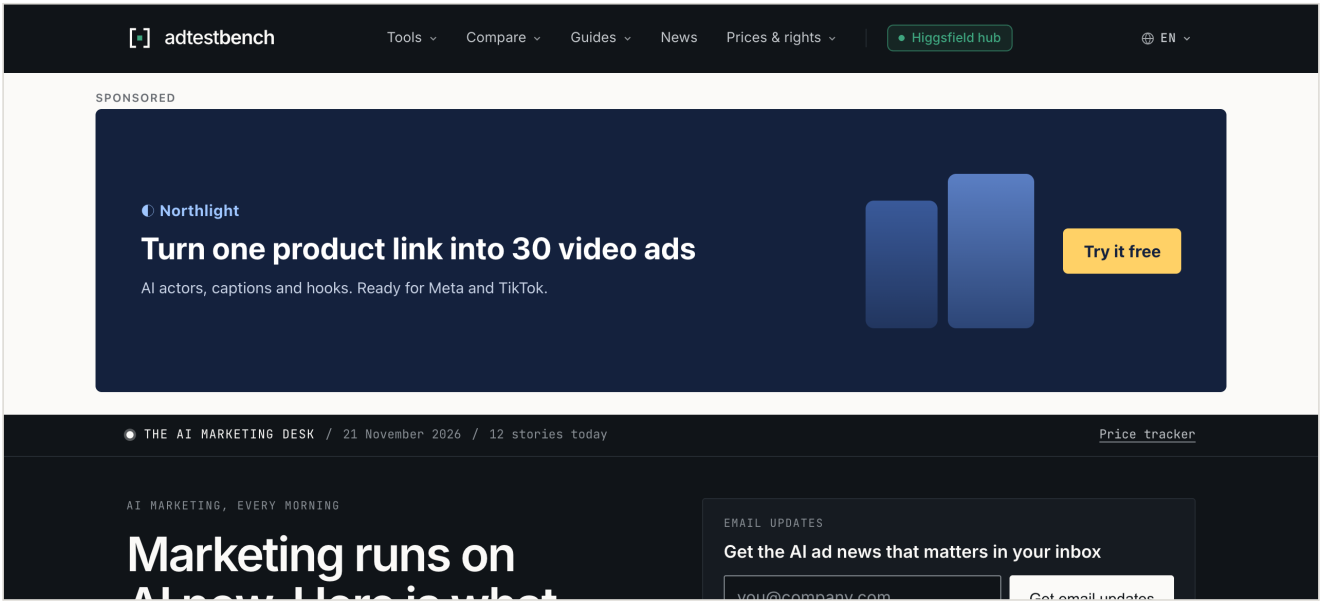
Our rules

- Every banner is labelled **Sponsored**, and its link is marked as sponsored for search engines.
- A sponsor never changes a verdict, a ranking, a price or a review. We can decline any advertiser.
- AI and marketing tools only. No gambling, adult, crypto trading or get-rich offers.
- No tracking scripts from advertisers on our pages. We send a screenshot of the placement once it is live.

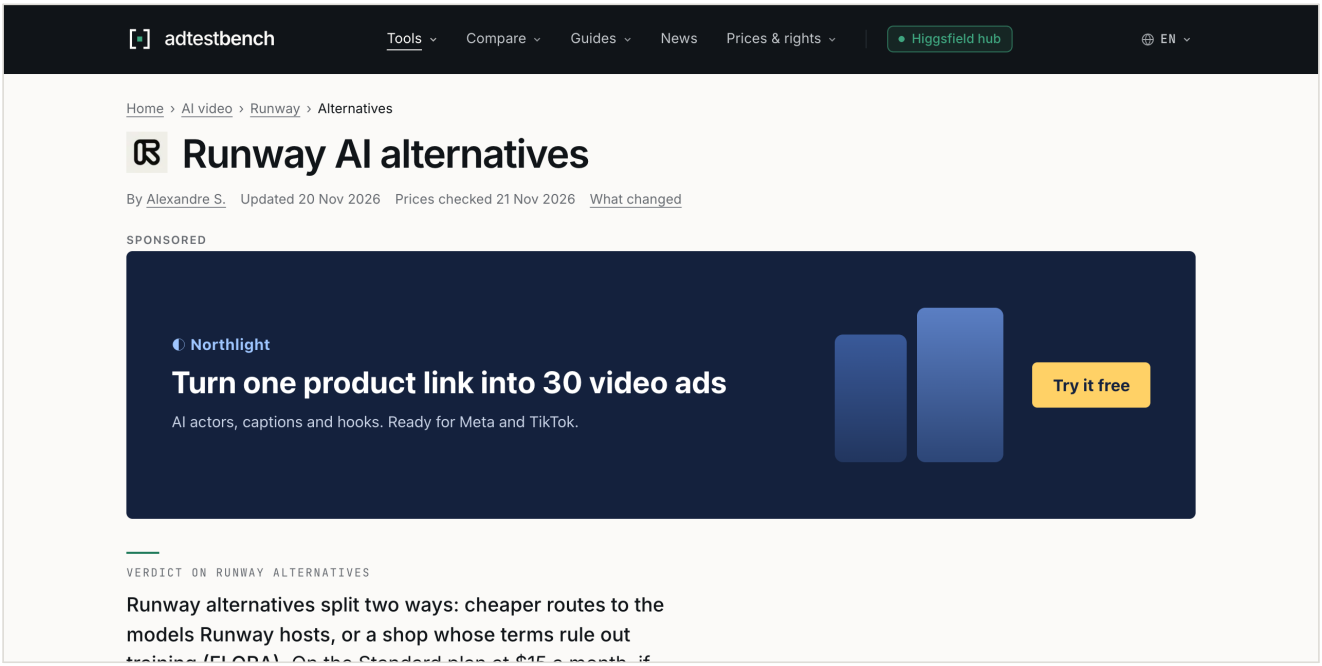
What your placement looks like

Examples on live adtestbench pages. "Northlight" is a made-up advertiser, shown for illustration only.

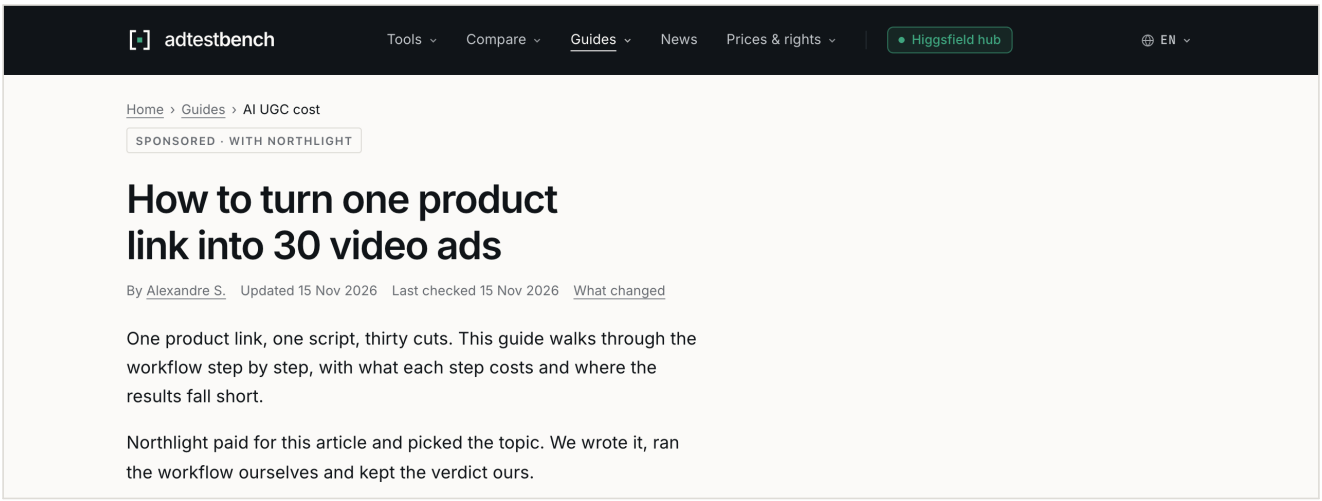
Homepage banner: top of the homepage, 1200 × 300 px



Banner on a comparison page: here, "Runway AI alternatives", under the page title



Sponsored article: labelled Sponsored, written by us on the topic you pick



How to book

1. Email **hello@adtestbench.com** with the placement, the page and the start date.
2. We confirm the slot and send an invoice. Payment in advance.
3. Your placement goes live on the start date, once payment and files are in.

Version 2026-11-22 (22 November 2026). Figures cover the 30 days to 20 Nov 2026. Prices and figures are updated on the 1st of each month.