

FOR MEDIA BUYERS & AGENCIES

EFFECTIVE MAY 2026

# Email Ad Rate Card.

Branded sends and banner placements inside the Parler Newsletter, priced against actual reach. Built for political, advocacy and consumer brands ready to put real spend in front of an engaged audience.

PREPARED FOR  
AGENCY AND DIRECT ADVERTISER  
MEDIA BUYERS

<p>SUBSCRIBER LIST</p> <p><b>5M+</b> SUBSCRIBERS</p> <p>Average inbox delivery of 500K+ per send.</p>	<p>PRICING BASIS</p> <p><b>Reach</b></p> <p>Not raw list size, see callout below</p>	<p>REVIEW SLA</p> <p><b>3</b> DAYS</p> <p>Business-day creative review window</p>
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**THE PARLER METHOD**

Why we price on reach, not list size. Our list is **5M+ subscribers** strong, but we only send each campaign to an average of **500K+ active inboxes** to protect deliverability and engagement. Advertisers pay for that reach, not the full file.

**PERFORMANCE**

LAST 30 DAYS

**68.2%**

**Open rate.**

Subscribers actually open and read what we send. Well above the political email category benchmark.

**7.38%**

**Click-through rate.**

Readers click the creative they see. Several times the standard newsletter CTR benchmark.

RATE CARD · Q2-Q3 2026

ALL RATES IN USD

# Placements & pricing.

Four ways to reach the Parler audience. The standalone branded email is our highest-converting unit and the recommended starting point for new partners.

**PREMIUM · CO-BRANDED · HIGHEST CONVERSION**

## Full Branded Email

A standalone send from Parler, with our header, logo and an editorial intro written by our team about the advertiser. Reads as an endorsement rather than an ad, which is why it delivers the strongest CTR of any unit we sell.

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\$40

CPM, ON ACTUAL REACH

**FORMAT**  
Standalone send, co-branded with Parler

**APPROVAL**  
All creative reviewed before send, 3 business days

**EDITORIAL**  
Parler writes & edits copy in our voice

**BEST FOR**  
Direct response, high-intent campaigns

## Banner Placements

INSIDE THE REGULAR NEWSLETTER RUN

<b>01 Top Placement</b>	Above the fold, first banner in the newsletter. Premium share of voice.	<b>\$25</b> CPM
<b>02 Mid Email</b>	Between editorial sections, where reader attention is highest.	<b>\$22</b> CPM
<b>03 Footer</b>	Below the fold, end of the newsletter. Value rate for awareness.	<b>\$20</b> CPM

**AUDIENCE**

Conservative, politically engaged adults across the United States. Decision-makers, donors and high-intent consumers who self-select into a free-speech platform.

**FORMAT**

An editorial newsletter on a regular cadence. Co-branded standalone sends, plus three banner positions in the regular run.

**WHAT WORKS**

Direct-response political and advocacy creative, conservative consumer brands, premium subscriptions, financial products, cause-driven campaigns.

HOW TO START · TERMS & REPORTING

STANDARD FOR ALL BOOKINGS

# Book the channel.

**PACKAGE & SAVE**

## Bundle the buy, earn a better deal.

Pair a newsletter campaign with inventory on Parler's native ad platform and we'll apply ad credits and discounts on the combined buy. Sized to the campaign. Discuss at booking.



## Co-branded email, what's included

ALL THREE, EVERY SEND

<p><b>01</b></p> <p><b>Editorial control</b></p> <p>Parler writes and edits the body copy, about the advertiser, in our voice. Reads native, not bought.</p>	<p><b>02</b></p> <p><b>Parler branding</b></p> <p>Our logo, header and styling, so the send looks like a real Parler email to subscribers.</p>	<p><b>03</b></p> <p><b>Higher conversion</b></p> <p>Endorsement framing drives the strongest CTR we have measured against straight ad creative.</p>
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## Terms

STANDARD FOR ALL BOOKINGS

<b>PRICING BASIS</b>	Actual reach, not raw list size.
<b>APPROVAL</b>	All creative reviewed and approved by Parler before send.
<b>LAUNCH INCENTIVE</b>	Available for first-time advertisers, discuss at booking.
<b>PACKAGING</b>	Combined newsletter and Parler ads buys earn ad credits and discounts.
<b>REPORTING</b>	Reach, open rate and CTR shared after every send.
<b>CONTACT</b>	<a href="mailto:ads@parler.com">ads@parler.com</a>

Ready to book? Let's talk reach and dates.

[ads@parler.com](mailto:ads@parler.com)