



ADVERTISING AND PARTNERSHIPS • OCTOBER 2026

PUT YOUR FIRM WHERE TRADERS CHOOSE.

How Prop Firm Duel is built for advertisers: where your brand appears, the formats we run, how delivery works, and how to book.

propfirmduel.com • propfirmduel@gmail.com • [@PropFirmDuel](https://twitter.com/PropFirmDuel)

TRADERS ARRIVE **READY TO BUY.**

Prop Firm Duel is where traders compare prop firms side by side: prices, rules, payouts and today's discount codes. People come here in the last step before they pick a firm and pay for an evaluation. Your brand shows up at that moment.

01

High-intent pages

Firm pages, head-to-head comparisons, firm lists, discount codes and cost tools. Every page is about choosing and buying an account.

02

Content traders trust

Every price and rule comes from each firm's own published terms, dated and linked. Ads sit next to data traders rely on, not next to rumors.

03

Built for phones

Most traders browse on their phones. Every placement resizes for mobile, including a sponsor spot in the phone menu.

04

First-party delivery

Ads are served from our own site, not a third-party ad network. That keeps pages fast and avoids the network scripts most ad blockers target.

05

Clean and respectful

No pop-ups, no auto-play, no page takeovers. One sponsor per spot and never the same advertiser twice on a page, so your ad isn't buried.

06

Futures, crypto and stocks

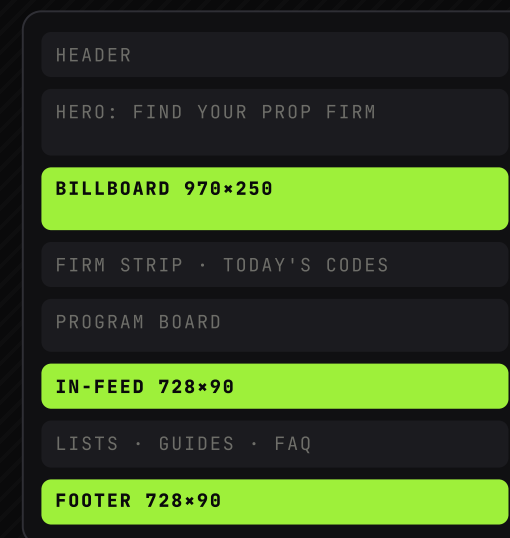
Prop firms across three markets and growing, with a site-wide footer spot that reaches every page.

PLACEMENTS

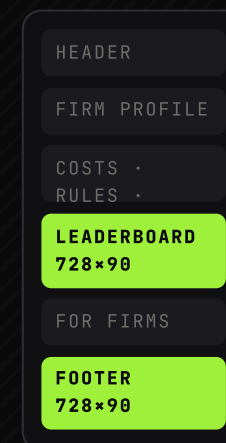
13 SPOTS. *EVERY PAGE TYPE.*

SPOT	WHERE IT APPEARS	SIZE
Homepage billboard	Homepage, right under the hero	970×250 / 320×100
Homepage in-feed	Homepage, after the program board	728×90 / 320×100
Firm pages	Every firm page, after the firm's details	728×90 / 320×100
Head-to-head pages	Every versus page, after the comparison	728×90 / 320×100
Firm list pages	Every firm list page, after the list	728×90 / 320×100
All firms page	All firms page, after the board	728×90 / 320×100
Codes page featured deal	Codes page, above the codes (featured deal)	Native card
Compare tool	Compare page, under the comparison tool	728×90 / 320×100
Tool pages	Every tool page (All-in Cost, Match Quiz, Replay, Stack Builder, Survival Test), under the tool	300×250
Guides, top	Every guide, above the article	728×90 / 320×100
Guides, bottom	Every guide, after the article	300×250
Phone menu sponsor	Phone menu, above the Tools section	Native card
Site-wide footer	Every page, just above the footer	728×90 / 320×100

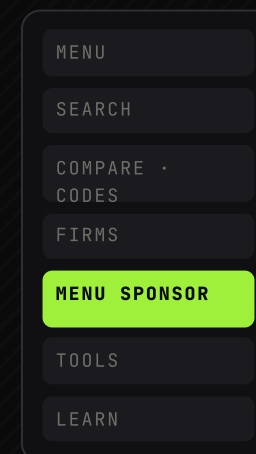
HOMEPAGE



FIRM PAGE

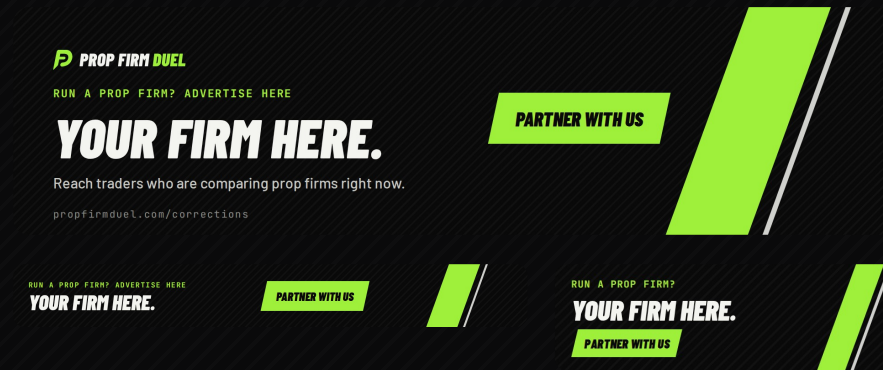


PHONE MENU



FORMATS AND SPECS

BANNERS, OR A **NATIVE CARD** WE BUILD FOR YOU.



Shown: our own "Advertise here" spots, in the sizes your creative will fill.

Banner ads

Billboard	970×250
Leaderboard	728×90
Rectangle	300×250
Mobile (every banner spot)	320×100

PNG, JPG or WebP, static, up to 150 KB each. Send each size at 2× for sharp screens. Keep text large enough to read on a phone.

Native card

No designer needed. Send your logo, a headline (up to 40 characters), one line of copy (up to 80), a button label and an optional code. We render it in the site's own style, so it fits every spot on every screen.

Every ad links to your landing page. You choose the page.

BUILT TO RUN *MANY ADVERTISERS* FAIRLY.

Rotation by weight

When several sponsors want the same spot, one is picked on every page load in proportion to its weight. Book twice the weight and you show twice as often.

Never twice on a page

An advertiser appears at most once per page, and the big in-page spots fill before the menu and footer.

Scheduled campaigns

Each campaign has a start and end date. It goes live and comes down on its own, so launches and flash sales line up to the day.

Placement control

Run across the whole site or only in the spots you choose. A campaign can be kept off specific firms' pages when a deal calls for it.

Your clicks, in your analytics

Every link carries `utm_source=propfirmduel`, `utm_medium=sponsor` and the spot name, so you see traffic and sales by placement in your own tools.

Clearly labeled

Every ad reads "Sponsored · your firm" and its link is marked as sponsored, as the FTC and Google require. Clear labels keep traders trusting the page, which keeps them clicking.

BEYOND BANNERS

MORE WAYS TO **WORK TOGETHER.**

Affiliate programs

Exclusive discount codes

Featured deal on the Codes page

Sponsored head-to-heads

YouTube and social

Giveaways

Tools and platforms for traders

Listing on Prop Firm Duel is free for every firm. Firms can keep their page up to date, add new programs and codes, and send a response we publish on their page. Paid partnerships are always labeled, and a firm's rules and prices always come from its own published terms.

1

Say hello

Email propfirmduel@gmail.com with your goals, budget range and dates. We'll set up a call.

2

Pick your spots

Choose placements, dates and weight. Rates are shared on request and depend on spot and length.

3

Send creative, go live

Send banners at the sizes above, or the pieces for a native card, plus your landing link. We confirm the live dates with you.

PROPFIRMDUEL@GMAIL.COM

@PropFirmDuel on X, Instagram and YouTube