



OpenAI has a new Advertising Deck

What's happening

- OpenAI is testing ads inside ChatGPT in the U.S. **beginning Feb 9, 2026.**
- The test **applies to logged in adult users on Free and ChatGPT Go plans**; Plus, Pro, Business, Enterprise, and Edu remain ad-free.
- **Ads appear below the end of a response**, are clearly labeled "sponsored," and are visually separated from the organic answer.
- OpenAI states **ads do not influence ChatGPT's answers**: ads run on separate systems, and advertisers cannot shape/rank/alter responses.

Where ads show

- **May appear**: below a response when there's a relevant match (often **one ad unit**, which may include multiple items).
- **Do not appear (during this test)**:
 - Temporary Chats
 - Logged-out sessions
 - After image generation
 - In the **ChatGPT Atlas** browser

Advertiser access and economics

- **Enterprise-gated access**: OpenAI confirmed to Adweek that select advertisers are being asked to commit **at least \$200,000** for the beta; reporting also notes some pitches at \$250,000.
- **Pricing**: widely reported around **\$60 CPM**, described as a premium rate vs. many mainstream platforms.
- **Buying signal**: early coverage suggests the pilot is **impression led**, with **limited reporting** compared with Google/Meta.

Why this matters (even if you can't buy yet)

- ChatGPT ads introduce **assistant native, conversation context inventory**, relevant at the moment people are comparing options and making decisions.
- Near term participation is likely limited to brands that can justify **premium pilots** (minimum commitments + early measurement constraints).
- For most brands, the immediate competitive edge remains **AI visibility (GEO/AI SEO)**: being retrievable and credible in conversational discovery, whether ads are running or not.

Recommended next steps

- **Schedule an AI Visibility Audit (AI SEO / GEO)**: assess how often your brand/products are surfaced and cited in assistant-led journeys; prioritize the pages/data that drive retrieval.
- **Upgrade assistant citable content**: clear headings, tight paragraphs, proof points, FAQs, comparison content, and structured data hygiene, optimized for extractability.
- **Prepare a pilot readiness path**: if your category is eligible and budgets support it, align creative, landing experiences, and measurement expectations for a high-intent contextual unit.