

Unleash the full revenue potential of your website with Google AdSense



AT A GLANCE

- Maximize your website revenue
- Show relevant ads
- Tap into a huge network of keyword advertisers
- Start serving Google ads in just minutes

For more information, go to www.google.com/adsense/premium

Your site deserves better ads.

Google AdSense™ is for web publishers who want to make more revenue from advertising but don't want to serve untargeted ads to their users. Google AdSense solves this dilemma by delivering text-based Google AdWords™ ads that are relevant to what your readers see on your pages.

Maximize your revenue.

Google will pay you for serving AdWords ads on your website pages. And with our customized revenue terms – and no upfront investment – it's easier than ever to maximize your advertising revenue.

Run ads that will interest your users.

Google AdSense delivers dynamically generated ads targeted to the content of your pages. As always, Google ads are easy to read and easy to implement. And since ads are also targeted by country, global businesses can display local advertising with no additional effort.

The screenshot shows the Miami Herald website with a focus on basketball news. The main article is titled "Riley sees value in second round" and discusses Heat coach Pat Riley's observations. Below it, there's a section for "NBA FINALS" with a sub-headline "Duncan ignites Spurs to Game 1 victory". The page is cluttered with various advertisements, including "Anytime vhw", "Sponsored Links", and "NBA Finals Tickets". A sidebar on the left contains navigation links for different sports and sections.

NBA Finals Tickets Choice Seats To Any Event, Anywhere Buy Online Now or Call 888-967-5600 www.ticketrequest.com
N.B.A Playoff Tickets Daily Specials on All Tickets Call 1-800-967-7419 or Buy Online www.pmtickets.com
NBA Finals Tickets Here Buy Online or Call 888 777 6006 Order Online - Next Day Delivery www.nbaprime.com
San Antonio Spurs Tickets San Antonio Spurs NBA Playoffs Fast, tickets are available for NBA finals www.nba.com/spurs

Through AdSense, Google AdWords are served on sites like this page from the Miami Herald

Serve relevant ads using innovative Google technology.

Award-winning and proprietary Google search technologies are the foundation for AdSense. We go beyond simple keyword matching to understand the content and context of web pages. Based on a sophisticated algorithm that includes such factors as keyword analysis, word frequency, font size, and the overall link structure of the web, we know what a page is about, and can precisely match Google ads to each page.

Access a huge base of keyword advertisers.

You gain access to more than 150,000 Google advertising customers. With advertisers ranging from large global brands to small and local companies, our network has ads appropriate for your content.

Filter out unwanted ads.

Google combines an editorial team, filtering technology, and your input to create a robust set of filters that are right for you, including:

- **Editorial review.** Across the Google Network, ads do not run on partner sites until they have been reviewed and approved by Google's editorial team. We classify each ad as Family-Safe, Non-Family-Safe or Adult/Explicit. Family-Safe ads are the default for publishers' sites.
- **Sensitive content filters.** At times, certain ads may not be appropriate to run on all pages. For example, in light of a catastrophic event, Google's editorial team and technology filter out ads that would be inappropriate on a news page at that time.
- **Customizable filters.** Filter out competitive ads, ads from partners with whom you have exclusive relationships, or others you want to block.

Getting started is fast and easy.

Getting started with AdSense is easy, and requires no engineering resources on your side. We give you a couple of lines of HTML that you add to your existing ad server or to any of your web pages. It takes just minutes, after which you'll be serving AdWords on your pages – and generating more advertising revenue.

To sign up for our standard AdSense program, visit www.google.com/adsense.

If your site receives more than 20 million page views a month, you may be eligible for premium service, which includes:

- Customized revenue terms
- Flexible ad formats
- More robust filtering
- Assistance with site optimization
- Technical support from a sales engineer
- Business support from a dedicated account manager
- Monetization of search results

To sign up for our premium service, visit www.google.com/adsense/premium.

