Google

Maximize the revenue potential of your website with Google AdSense

Google AdSense is a fast and easy way to monetize your content by displaying relevant and engaging ads on your website pages.

AT A GLANCE

- Maximize your website revenue
- Tap into the largest advertiser network
- Show ads users will find interesting and relevant

To learn more visit:
www.google.com/ads/getstarted

Maximize revenue by tapping into the largest advertiser network

- Gain access to an extensive pool of advertisers across many verticals.
- Advertisers' bids will compete in a real time auction to deliver the highest performing CPC (cost-per-click) or CPM (cost-per-thousand impressions) ads.

Enhance the user experience with relevant and engaging ads

Precision targeting: AdSense uses the strength of Google's targeting technology to provide ads that match the content of your pages and site audience.

Our technology scans the page, recognizes the content is about coffee and not about Java the programming language, and delivers targeted ads about coffee.

Ad innovation: Google supports a growing variety of ad formats (text, image, rich media, and click-to-play videos) to cater to the evolving web and user.

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Customization and Flexibility

Customize the look and feel of your ads to match your site

• Ad Format Size

• Font Text & Size

• Font/Background colors

• Border Style

Take control of your ads

Filter out competitors and ads that are not relevant or appropriate for your users

• Competitive Ad Filter: Site and sub-domain level filtering

• Ad Review Center: Review ad creatives of advertisers targeting your site or vertical before they are served

• Category Filtering: Filter out a category of ads that might not be suitable to your audience

Measure your results   Google | Analytics

• Compare and track performance across your different websites, pages and ad slots to maximize your ROI.

• AdSense links with Google Analytics to offer detailed metrics on where your users are coming from and what type of content is generating the most revenue.

Keep your business running at full speed

• AdSense is a **free plug and play** ad serving solution which requires no contractual obligations.

• Payments are automatically issued at the end of each month to eligible publishers through a variety of payment options.

Hassle-Free Sign-Up and Implementation

• Sign up in a matter of minutes and once approved you can implement ads on your pages in a few easy-to-follow steps.

• Sign up today: **www.google.com/ads/getstarted**