

# Advertizing Networks

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## Introduction

Google AdSense is the most popular advertising network and the favorite of many Internet Marketers. However, there are several other Advertizing Networks you (the Publisher) may choose to use from time to time. This is a brief overview of some of the other advertizing networks.

You will note some similarities to Google AdSense in some of these networks when compared to the Google AdSense program. Commonalities include the ability to customize ads to colors that will blend with your page, Publisher defined advertisement placement and network determined costs per clicks. Advertising Networks that contain similarities to Google AdSense are the easiest types of networks to use, particularly if you are already familiar with using Google AdSense. Some of these companies will also work in conjunction with Google AdSense.

## Chitika Premium

Chitika Premium can be used with Google AdSense. It is a CPC advertising network that targets US and Canada Search Engine traffic. Ads are customizable and are determined by Search Engine queries. This means that when a user types in a search query to a major Search Engine, they will be shown ads specific to their search when they visit your site. Chitika offers the example of a person searching for a *power generator*, when they come to your site they are shown ads for *power generators*. Additionally, there is a search function within the ads that allows your visitors to search from within your page.

One feature of Chitika Premium is that ads are only shown to Search Engine traffic. This means that your regular visitors will not be shown Chitika ads and will be able to read your page as normal. For instance, if you have a group of subscribers that have bookmarked your site, when they return they will not see the Chitika ads (they will only see your content).

Chitika requires an application. After filling out the application, you will receive an email asking you to confirm your email address. The link they provide you in that email takes you to a confirmation page. The confirmation page informs you that there will be a manual approval by their Approval Team. The Approval Team will review the site you applied with to make sure that your site meets the Chitika Terms. Chitika posts that the process may take two to three days, however, it only took about five minutes for me to receive approval.

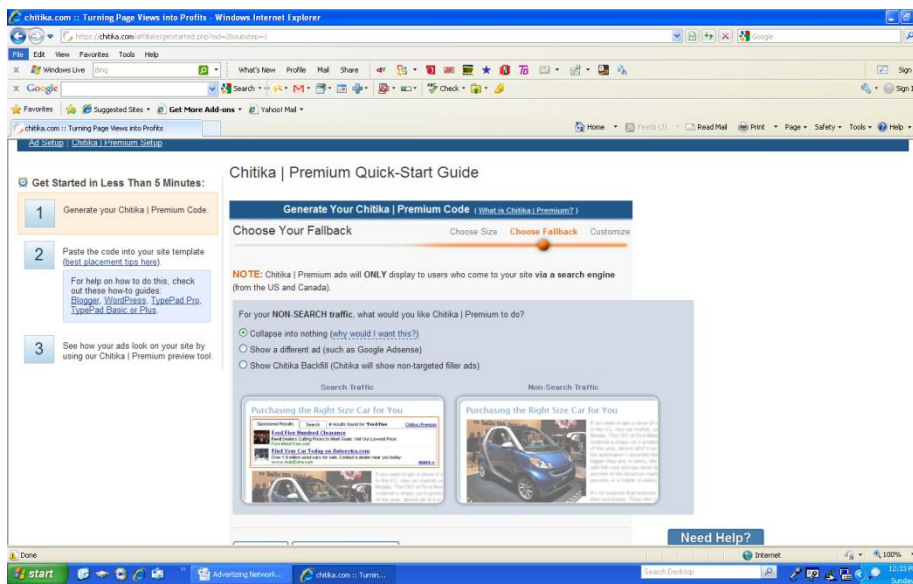
Chitika allows Publishers to add multiple websites to their accounts. This is done by setting up *Channels* for each site in your Publisher's account.

A plus with the Chitika network is that there is a WordPress plugin for setting up the ads which can be found on the WordPress site <http://wordpress.org/extend/plugins/chitika-premium> or on the

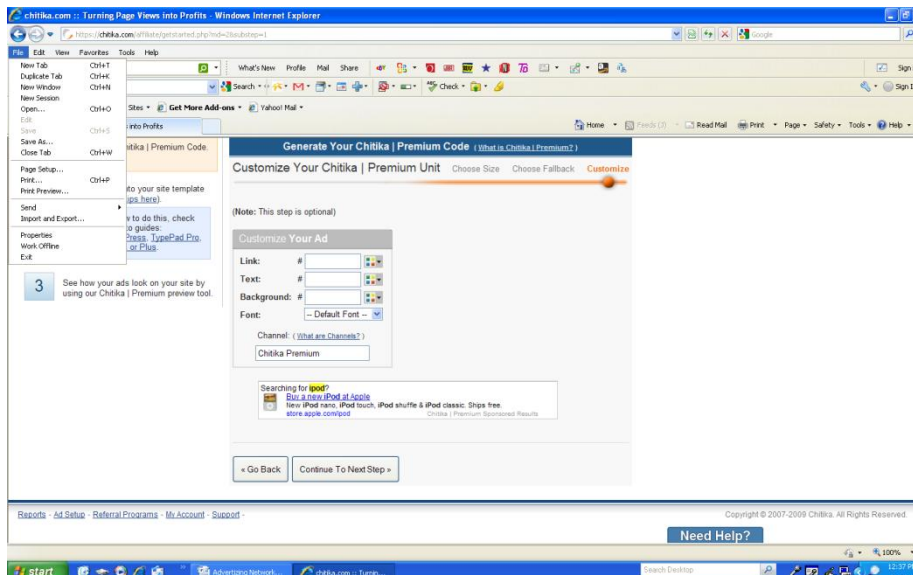
Chitika site in their Downloads section. You can use the plugin on the Wordpress dashboard or create your ads right within you Chitika account.

One setback of creating the ads within your Chitika account is that the help articles provided throughout the setup process appear to be outdated; the link going into their *how-to-guide* for Wordpress brings you to an article that was written in September of 2006. However, the process is fairly simple and self explanatory if you are already familiar with using the Google Adsense interface.

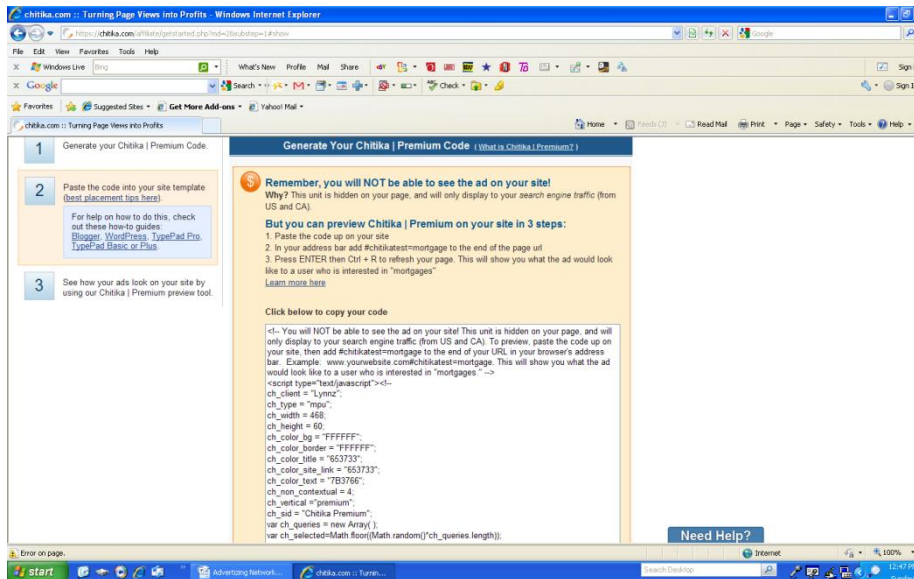
1. First you choose an ad size. (Available sizes can be viewed here: [https://chitika.com/premium\\_formats.php](https://chitika.com/premium_formats.php).)
2. Next you choose a “Fallback” which is the behavior the Chitika will display to your regular visitors.



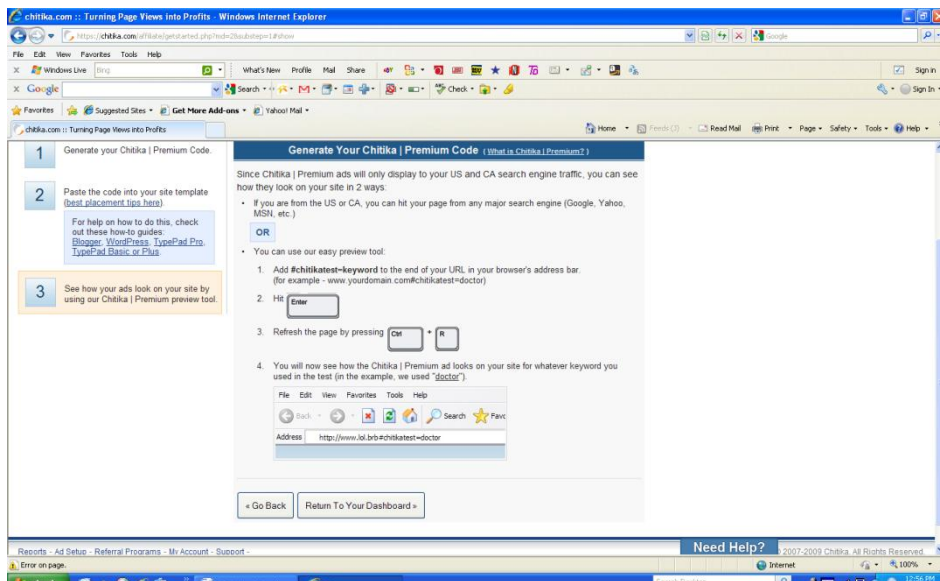
3. Now you are brought to a screen that allows you to customize your ad.



4. Then you are brought to the actual code page. This is the code you will copy and paste into your html editor on your WordPress dashboard.



**Note:** Remember, you will not be able to see the ads on your site. However, on the next page instructions are detailed of how you can preview the ads:



You may find the plugin provided by Chitika easier to use. It allows you to choose from 20 different ad sizes, link and text color, background color, the ad position and a channel for ads you create. Installation of this plugin is the same as any others.

Chitika payments are based on CPC. Publishers can choose to be paid via check or their PayPal accounts. Payment minimum for PayPal is \$10.00 whereas the minimum for payment by check is

\$50.00. Payments are made on what is called a *Net-30* basis, meaning if you meet the minimal requirements at the end of one month, you will be paid by the end of the next month.

## Adbrite

Adbrite is another network that allows publishers to use other advertising networks like *AdSense* in conjunction with their network. Signing up is quick and easy but the same cannot be said for understanding their system. In fact, there is a rather large learning curve involved if you plan to use this network. However, if you're willing to take the time and are up for the challenge, they have a handy "Getting Started Guide" written in PDF that you can download here <http://www.adbrite.com/mb/how-publishers-guide.php>.

There are six different ad formats for publishers to choose from:

1. Text ads
2. Banner ads
3. Rich media ads
4. Full page ads
5. Inline ads
6. Brite pic ads

It's very important to understand that each type of ad has a specific type of earning attached to it:

- *Text ads* are based on CPC (cost per click). They set up much like you would set up *AdSense* ads giving you the ability to blend your ads seamlessly into the theme you are using.
- *Banner Ads* are based on CPM (cost per million impressions).
- *Rich media ads* are based on CPM
- *Full Page ads* are based on CPV (cost per view)
- *Inline ads* are based on CPC.
- *Brite pic ads* are based on CPC.

While setting up the ads is fairly simple, including customizing the text ads, there is much about the Adbrite setup that can be deceiving. In order to make full use of this network you will need to understand certain terms such as CPC, CPM and CPV as well as their auctioning process that ultimately determines the amount paid per click, per million impressions or per view. You will also need a good understanding of your site's statistics to be able employ the full spectrum of ads offered by this network to your benefit.

I certainly don't want to discourage anyone from using this network. It does have some great offerings, I'm simply trying to let you know that it is a bit more difficult to use than some of the other advertising networks. The platform for building basic text ads is simple and self-explanatory. In fact, all the ad styles have step by step instructions on how to implement them. The difficulty is more related to

issues like understanding the ad terms and knowing which type of ad will do best on your site. That is where understanding how to read your site's stats is needed. Of course, before using any ads based on CPM, you need to be sure that you are getting the traffic to make that type of earning feasible.

Often people confuse the "site hits" with the actual site/page views. To be clear, when referring to CPM, the count is determined by page views, not "hits". It's also important to understand that terms like CPV do not mean an actual count of the site views—ads like this also have a clearly marked "skip this ad" button so that your visitors can opt out of viewing those ads. Yes, you can set the number of clicks and other parameters for when those ads are shown; however, the CPV is calculated solely on the number of times the ad is actually viewed from start to finish.

The *inline ads* offered by Adbrite are CPC and fairly simple to set up. Still, this is not something for a person who is not used to creating or cloaking links. While setting up this kind of ad, a person needs to be careful of their ad zone, that regular affiliate links don't get chosen mistakenly and that the outbound links in articles set in place for SEO don't become "hotspots" for the ads. This is done by initiating a double lined link to help the ad network determine which links are which. Still, the *inline ads* are nice because as a person hovers over a link, a text ad is shown that is relevant to the link. A visitor will still need to click the ad for it to generate earnings for you.

Adbrite certainly offers many options which in turn increases your chances for earning. Just be sure you clearly understand the terms behind each ad type before you put them on your site.

## Ad Marketplace

Unlike many of the ad networks, Ad Marketplace doesn't offer much information to Publishers before signing up. They require a site specific application. On the application page there is a link to their tutorial [http://pub.admarketplace.com/pmp\\_apply/pub\\_tutorial.html](http://pub.admarketplace.com/pmp_apply/pub_tutorial.html) that you can read before applying, but the tutorial itself is merely vague information. In fact, this tutorial looks more like an advertisement rather than a guide full of specifics.

Some of the basic information that you'll find from the outside looking in is generally among the norm for advertising networks:

- They claim to have a fast and easy way for publishers of all sizes to earn revenue.
- Publishers can customize text ads and the text ads are relevant to site content.
- Upon acceptance you can go to your account, build ads and get the code.

Those are aspects that you can expect from most if not all advertising networks. However, they do mention a few things that are specific to their site:

- They have over 100,000 pay-per-click advertisers in their network.
- Payments are made in 45 days (they don't mention the threshold you have to meet).
- Payments are made via PayPal, check or wire transfer (they don't clarify the requirements for each).

- It appears there are four types of ads available: tag clouds, text, search and text with search.

Much of the information in this tutorial is simply mentioning what the network offers and does not explain any of it. They mention having ad management tools, statistical tools, etc... yet these items are merely named without giving details of how they are used and what features they include.

So, from the outside looking in, Ad Market Place seems like it would be a fairly easy network to use, providing they accept your application.

## Ad Onion

When first reviewing the Ad Onion advertising network, it's hard not to notice several grammatical errors that do not do this company justice—it has some alluring features and publishers can find a great deal of information even before signing up. The most unique feature of this network is that publishers choose the advertisers they wish to use which of course gives publishers much more control over ads than in many networks. The idea sounds attractive. However, in the end this is not as good a network as it first sounds...

Beyond the normal ability to accept or reject ad offers shown on their sites, publishers are given access to a marketplace that gives details of the advertiser's specifics. Below is a screenshot of the Marketplace:

The screenshot shows the Ad Onion Marketplace interface. At the top, there are navigation tabs for ADVERTISER, PUBLISHER, and MARKETPLACE. Below these are links for Advertising Packages, Site Directory, and Merchant Directory. The main content area is titled 'Merchant Directory' and contains a table of 'ADDITIONAL CAMPAIGN LISTS'. The table has columns for Campaign, Category, Type, Format, Daily Limit (\$), and Action. The data rows include various campaigns such as ERP POP, Debt Help, Single Parent Match, CRM Gold, Jobadvert1et, TL Jobs, Debt Help, PAH1, Single Parent Match, Campaign 100dollarsperday popunder, and Campaign 100dollarsperday oocounder.

Campaign	Category	Type	Format	Daily Limit (\$)	Action
ERP POP	Business / E-Commerce	cpv	Pop Under	45.00	[Action icons]
Debt Help	Business / Business Services	cpl	Interstitial	25.00	[Action icons]
Single Parent Match	Business / Business Opportunities	cpv	Text	5.00	[Action icons]
CRM Gold	Business	cpv	Graphical	0.01	[Action icons]
Jobadvert1et	Business / Business Opportunities	cpv	Pop Under	40.00	[Action icons]
TL Jobs	Business / Business Opportunities	cpl	Interstitial	10.00	[Action icons]
Debt Help	Business / Business Opportunities	cpl	Interstitial	25.00	[Action icons]
PAH1	Business / Business Opportunities	cpv	Graphical	10.00	[Action icons]
Single Parent Match	Business / Business Services	cpv	Text	5.00	[Action icons]
Campaign 100dollarsperday popunder	Business / Real Estate	cpv	Pop Under	0.00	[Action icons]
Campaign 100dollarsperday oocounder	Business / Industrial Goods and Services	cpv	Pop Under	0.00	[Action icons]

Publishers basically set up zones (areas on their sites) that they are wanting to put ads on and then search the marketplace for advertisers that look appealing to them. Additionally, once a publisher decides the zones they wish to “sell” to advertisers, Ad Onion helps the publishers by suggesting or referring advertisers. When creating the zones, the publisher can also “name their price”, but this system, though it may sound inviting has several catches to it.

Advertisers all have specific criteria that a publisher must meet before they will agree to advertise on the publisher’s page. This criterion includes the advertiser’s approval of the site in regards to the site’s aesthetics, content, traffic, etc... Publishers have to apply to each advertiser separately.

When creating their zones, publishers list specific types of ads they want in the zones as well as the price they are looking to make from each zone. So, at times, the “match” between advertisers and publishers is initiated by the advertiser. Once the zones are created, the publisher’s site (along with their criteria) gets listed in the Advertisers Marketplace for Advertisers to browse. The Advertisers Marketplace and the Publishers Marketplace are two separate areas.

Publishers use the marketplace in the screenshot above and basically shop for ads they want to apply for. In the screenshot above, notice that “company, category, type, format and daily limit” are listed. This can be deceiving as well. Basically what you are shown here is the Advertiser, the Category of ads, the method of payment, the kind of ad and the amount they will allow you to make in one day. When you click on the magnifier you are given more information about the company. Often, the CPC ads are listed as less than a penny each. Not exactly worth the effort of placing the ads on a site; however since Ad Onion plays match maker and Advertisers also browse in their marketplace for what a publisher would like to receive for certain zones, matches do get made. For any ads that a publisher is willing to accept at the price they are listed, they have the ability to apply to the company. This is done by clicking on the icon next to the magnifying glass.

The application to each advertiser involves filling out a standardized form provided by Ad Onion. Ad Onion then emails the company the application and it is either approved or rejected by the company. Conversely, if an Advertiser is interested in your site, they somewhat apply to you in the same way and you can either approve or reject their offer.

When considering a company, type of ad, ad payment, etc... it’s important to remember that you will only get 65% of the revenue you generate on your site. Ad Onion gets the remaining and pays on a 15 day net basis. The minimum earnings per payment must reach 50 dollars.

In this network, since there as so many different types of ad offerings, it is extremely important to be familiar with ad payment terms. These terms are common to all Networks. Ad Onion offers this as explanation and so I quote:

“Know these terms:



- CPM (Cost Per Thousand Impressions) your ad will be listed within the ad spot that you choose and for every one thousand views you will be charged
- CPV (Cost Per Visit), your ad will be listed within the ad spot that you choose and for every visit you get you will be charged
- CPI (Cost Per Interstitials), your ad will be listed in front of the publisher’s website for a view seconds, and you will be charged for every visitors that it shows
- CPC (Cost Per Click) only when user click on your ad you will be charged
- CTR (click-through rate), is the number of clicks your ad receives divided by the number of times your ad is shown
- eCPC (Effective Cost Per Click) - the average cost per click delivered
- eCPM (Effective Cost Per Thousand Impressions) - the average cost per thousand impressions delivered. “

When looking through the Advertisers marketplace the competition for Advertisers seems steep. Most of the sites listed are generating a fair amount of traffic each day. This is a screen shot of just part of the front page that shows the traffic of sites listed:

Daily Impression	Daily Click	Alexa Rank
30,000	n/a	n/a
60,000	25,000	n/a
500	20	n/a
60,000	25,000	n/a
50,000	500	40
349,945	1,000	93

Notice the number of Daily Impressions just in the specifics for these six sites. The range here is from a low of 500 to a high of 349, 945. Daily clicks range from 0 to 25, 000. So, just using the data from these first six sites, averages can be determined as follows: Adding all the daily impressions and dividing by six = 101,740.83 average daily impressions. Using the same math for the average number of clicks, the average number of daily clicks is 4,836.67. Clearly this is indication that your site needs to have a substantial amount of traffic to compete for the better ads. Although these averages are taken from the first six ads, having scanned several pages of this advertising network, I found that there were very few sites with under10, 000 daily impressions and far fewer with under a 1,000 daily impressions.

Additionally in scanning the Publishers Marketplace not only did I find the advertiser’s payments low, there were only a few advertisers that I recognized as common known household names. Two names that I found listed, “Dell” and “Canon” were not the companies we know. The ads themselves click into those “road to hell” types of situations. For instance, the ad that was supposed to be “Dell” was an ad that took you a landing page for “you can get a free Dell laptop if you get 3 of these offers, 6 of these offers and 9 of these offers”. Then they show you examples of what you *might* be able to choose from in each of the three groups you have to buy from, but they “can’t promise these offers will be the ones available”. So in short, using the brand names we might recognize are merely tactics to get you to advertise for completely different companies that require a sign up and purchase of several products before you can get the Dell or Canon. It seems more on the level of being a scam than a legitimate advertiser.



The downsides of this company seem to outweigh the positive aspects. It seems more geared to pages with high amounts of traffic and publishers that simply need a specific type of advertisement and have certain areas of their sites that they want to fill.

## Yahoo Publisher Partner Beta Network

Yahoo's Publisher Partner Beta Network is probably second in line to Google AdSense in terms of popularity. However, Yahoo has far more rules and stricter policies than Google AdSense. Sign up is relatively straight forward. You can download a step-by-step "Implementation Guide" here: <http://publisher.yahoo.com/sell/ContentMatch.php?loc=USYPN0005>. The guide details registration, activation and ad setup and placement.

The first step to signing up with Yahoo Publisher Partner Network is to create a Yahoo Business ID. It is a separate ID than other Yahoo IDs you may already have. The form for signing up includes general information about you and your website. You choose your preferred ID and password. General information includes name, address and phone number, email address, etc...; website information includes the URL and the category of the website. Yahoo uses the information you provide in this form to verify your email address and your website.

As part of creating your Yahoo Business ID, you are required to read and then agree to the Terms and Conditions. I highly suggest that you read this; much of the information seems standard, but there were a few areas I feel you should be aware of. I am not a lawyer, but this is some information I believe to be correct after reading it:

- You must be a US based business operating a site *solely* (their word) for viewing by US users.
- You cannot display ads from another network.
- You agree to participate in evaluations of the Network at their request.
- You agree to allow them to provide your personal and business information to third parties.

When you've completed the form, Yahoo then will review and approve you and your site. They assert that this can take 7 to 10 business days. You will receive an email that notifies you whether you have been approved or not.

If your application has been approved, the email you receive includes a link that takes you to a login page. Immediately you are presented a page that requires you to fill in your US tax information. When you have completed the tax form and submitted it, you are then directed to the payment options page.

Options there are:

- PayPal, which requires \$50 minimum to receive payment; delivered same day when due.
- Check, requires \$100 Minimum; 7-10 business days to deliver.
- Direct deposit, requires \$100 minimum; delivered same day when due.
- Transfer to Yahoo Search Marketing account, requires \$100 minimum; delivered same day when due.

Due dates are approximately thirty days from the month the minimums reach the required balance.

Yahoo's Publisher Network offers content match text ads. There are ten different sizes of text ads to choose from. They offer several predesigned color palettes to choose from, but publishers also have the option to customize the ads to colors that will match their themes.

While setting up the Yahoo Publisher network ads is quite similar to setting up Google AdSense, Yahoo does have a one unique feature that makes it different: as they are building ads, publishers are able to target their ads by choosing from specific categories to display. Even though Yahoo's search engine still crawls the publisher's site, by selecting a category it helps refine the ads to target specific terms publishers wish to advertise about.

The network also allows publishers to set up ads through their RSS feeds. There is a tab for setting these up in the ad interface. Yahoo has gone through the extent of posting a handy tutorial on how to set up the RSS ads in Wordpress. The tutorial can be found here: <https://publisher.yahoo.com/help/faq/RSSSetupGuide.php#WordPress>.

Performance reports are refined by creating reporting categories. The refinements include the ability to state different ad layouts or different areas of a site you are testing ads on.

Overall, the Yahoo Publisher Partner Beta Network is an attract network to publishers. Given the popularity and the familiarity of the Yahoo name, it is certainly an advertising network worth considering as an alternative to Google AdSense.

## AdSpace Auctions

AdSpace Auctions is an auction site much like other auction sites. Here however, the "merchandise" is ad space. Publishers list the ad space they are willing to sell on their sites and Advertisers bid accordingly, specifically to get their ads to target the kind of users they are looking for.

When publishers set up their auctions, they have the ability to define the space, a starting bid and the type of ad they want (banner, text, etc...). They can also choose from different kinds of auctions similar to "buy now" and "Dutch" auctions familiar with other auction sites. Publishers also choose whether the ad fees are incrementally based or a fixed price for a certain length of time. Of course, publishers also choose payment terms.

Sound like an interesting way to monetize your site? Well, when browsing the marketplace for available spaces, there doesn't seem to be many publishers participating in this site. That is probably reflected in other observable data: there doesn't seem to be much bidding going on either.

Publishers have to pay to participate in Auctions and the specifics for this is not exactly clear. This is a basic rundown:

- Home Page Featured Fee 1.5 USD
- Category Featured Fee 1.10 USD

- Highlighted Items Fee 1 USD
- Bold Items Fee .40 USD

This is an advertising opportunity for publishers that doesn't give you much information prior to creating an account. Since the observable data in the auctions in the "ending soon" section only showed one auction with one bid, I think it's safe to surmise that this is **not** an opportunity that would be my first choice.

## My Ad Market

At first glance My Ad Market has some appealing features for publishers. However after reading some of the detailed information and viewing some of the tutorial videos, one quickly finds out that My Ad Market is more geared towards advertisers and advertising agencies wanting to set up a network of publishers. They have an extensive range of tools to help advertisers and agencies expand their reach to publishers by crossover publisher lists. For publishers, (at first glance) it seems they are able to create one account and reach any of the participating advertisers. As it turns out, this is a company is more of a referral system.

When I mention that My Ad Market is geared more towards the Advertisers and agencies, it is because in the section that was marked for publishers, only one out of the ten videos was specific for publishers as we are referring to publishers in this document. For the most part, when they are referring to anything to do with publishers, they are talking about their management system which is set up for advertisers, networks and agencies to control specifics of their publisher networks. In other words, they are talking about the tools they provide to advertisers to keep track of their publishers and to set up specific guidelines for the types of publishers they want.

Without going into lengthy detail, advertisers have the ability to enter keywords, categories, ad types, etc... that they want publishers for. The videos that My Ad Market refers to as tutorials for publishers are in fact tutorials for advertisers to set up their publisher database. They can set payment parameters; types of payments etc... and are able to monitor their network of publishers through the interface provided. In that interface, they can see the specifics of all publishers on their network. The information available for them to view includes publisher's general information as well as more specific information like a list of the publisher's sites, performance per site, etc...

For publishers like us, who merely want to advertise content specific ads on our sites, this advertising network does not offer much. In fact, one soon learns from the one video that pertains to us, there are very few options. It appears that the only ads available to us are ads to advertise the advertising networks that are a part of My Ad Market. Sound confusing? Let me see if I can explain a little more clearly: advertisers join networks and usually when we join the same network we are served ads from those advertisers. However, when a publisher joins My Ad Market, they are not being served ads from the advertisers *in* the network; they are being served ads *for* the advertising networks. You could compare it to advertising Google AdSense Advertising Network, versus having the ability to show content specific ads on your site from a variety of advertisers in the AdSense Network.

My Ad Market is more of a middle man. They make money on every referral to the various Ad Networks and publishers like us only make a portion of that. In effect, what they have done is created an attractive site to lure publishers into advertising companies that pay My Ad Market per referral. It is somewhat more like a pyramid scheme: people buy from stores, small stores buy from jobbers, jobbers buy from wholesalers, and wholesalers buy from the manufacturers. In this case you can look at it as though they get paid by the ad networks and pay a portion of that to you for getting the referrals for them. It isn't set up like that on the obvious, but that is basically what happens.

Much of what they have done on their site to attract publishers is deceiving. At first glance, it seems publishers have the ability to do all this fancy creation and tracking that the advertising networks do, but they are really talking about what the Ad Networks are able to do with their publishers. What publishers end up advertising is also deceiving because of terms they use which I discovered by hovering over some of their links on their site. Remember they are getting a referral each time:

- Ads Market Place takes you adonion.com.
- Contextual Advertising link takes you cliksor.com.
- Search Engine Optimization takes you to yesupseo.com.
- Banner Network takes you to yesadvertising.com

At first I was not going to include a review of this network as a part of this document. However, because they have such deceiving tactics to attract publishers like ourselves, I thought inclusion would help you spot this kind of network in the future. There is more than one of these types around making money off unsuspecting publishers.

## Buy Sell Ads

Buy Sell Ads does exactly that: it is a network for people to buy and sell ad space. This is not typically done with affiliate marketers. The concept of selling ad space is more for large blogs with a sizable following. However, I wanted to mention this site because for sure there is money to be made from this type of advertising--if you have a large site and a great deal of traffic.

In an interview with Todd Garland, the creator of Buy Sell Ads (which is here: <http://line25.com/articles/selling-ad-space-tips-from-top-design-blog-owners>) he makes a few suggestions for people who want to focus on this type of advertising. The main thing he conveys is to build the site and build the traffic before even trying to sell ads. He also mentions that you shouldn't put any ads on a site that you want to use to sell ads; it will make it more attractive to the advertisers.

In actuality, in the aforementioned article interview, the site owners had these numbers for the average monthly page views:

- 13,000,000 +
- 1,500,000
- 650,000
- 5,000,000-6,000,000

- 100,000-120,000
- 900,000
- 300,000
- 400,000-500,000
- 8,340,945
- 125,000
- 1,000,000
- 1,500,000
- 1,000,000

As you can see from the average monthly page views in this list, these sites all get a large amount of traffic. The smallest is getting 125,000 page views a month which still beats out many affiliate marketers. Selling ads is more for site owners that are looking for promoters so that they can continue to keep writing content and concentrate on that.

## **Conclusion**

If you're looking for an alternative advertising network to Google AdSense, you'll find that there are many to choose from. Not all of them are what they seem so be weary of the scams and auctions that aren't all that they claim to be. Two safe bets are Chitika and Yahoo Publisher Partner Network. The major difference between the two is that Chitika allows publishers to use other networks as well whereas Yahoo doesn't.