

Monetizing Your Site with Ad Networks

(adBrite, Chitika, Google Adsense)

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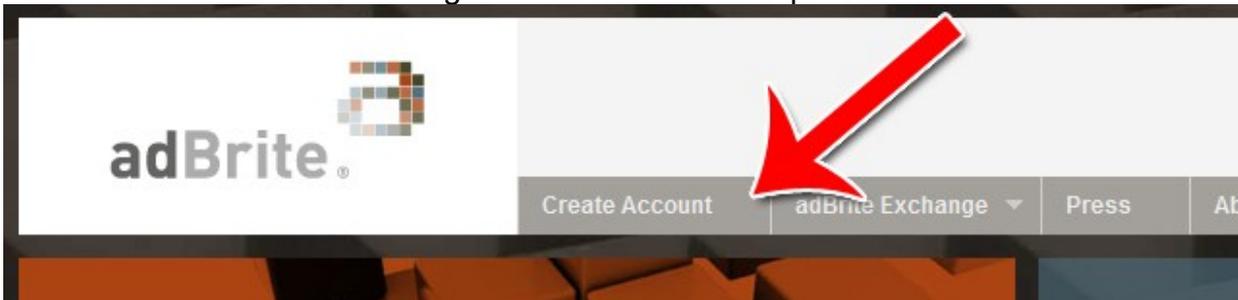
AdBrite

AdBrite is an ad network that features many different kinds of ads. Unlike AdSense which only does text and image ads, AdBrite will allow you to put all kinds of ads on your site – From text to in-line ads to full page “click to continue” ads.

Here’s how to use AdBrite to monetize your website.

Step 1: Sign Up for an Account

Click on “Create Account” to begin the account creation process.



Check the box next to “publisher”.

I am an advertiser
I plan to buy advertising on the adBrite Exchange.

I am a publisher
I plan to sell advertising on my website.

Fill out the rest of the form to complete the registration process.

Registration form fields:

- Username: *
- Password: *
- Confirm Password: *
- Email Address: *
- Company:
- Title:
- First Name: *
- Middle Name:
- Last Name: *
- Address:
- City:
- State:
- Zip:
- Country: UNITED STATES (dropdown)
- Phone: *

captcha.type-safe

Type the two words:

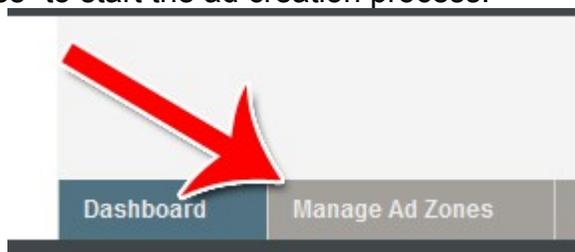
AdBrite Subscriber Agreement
Last Updated October 20, 2009
PLEASE READ THIS SUBSCRIBER AGREEMENT ("AGREEMENT") CAREFULLY BEFORE USING THE SERVICES OFFERED BY ADBRITE, INC. ("COMPANY"). BY CLICKING ON THE "I ACCEPT" BUTTON BELOW, YOU AGREE TO BECOME BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT. IF YOU DO NOT AGREE TO ALL THE TERMS AND CONDITIONS OF THIS AGREEMENT, CLICK ON THE "CANCEL" BUTTON AND YOU WILL NOT HAVE ANY RIGHT TO USE THE SERVICES

I accept the above [terms and conditions](#)

[→ Continue »](#)

Step 2: Manage Ad Zones

Once you have an account, you'll see the main page with all your stats and revenue details. With a new account, everything will be blank. Click on "Manage Ad Zones" to start the ad creation process.



Once you're in the Manage Ad Zones section, click on "Set up a zone".

You have no zones. [Set up a zone.](#)



Step 3: Select Your Ad Type

There are three main types of ads:

Banner & Text Ads – These are the standard banner and text ads you'd expect to see on any ad network. You can choose between displaying both or displaying text only ads.

Full Page Ads – These ads will appear over the entire website. The user can click "Continue" to exit out of the ad. You can specify when the ad will appear as well as some of the look and feel. Naturally, since the advertiser is getting more exposure, you get more per impression for this type of ad.

Inline Ads – In line ads let you create text that can be hovered over. When it's hovered over, an advertisement is shown.

Choose which type of ad you want to show on your site.

Set Ad Formats What types of ads do you want to show?

Banner and/or text ads

Banner & text ads

- Higher payout
- Choose from 5 standard sizes
- Banners can pay on a CPM (cost per 1000 impressions) or CPC (cost per click) basis
- Text ads pay on a CPC basis (cost per click)

Text ads only

- Custom fit the size and design of the text ads to match your site
- Display network CPC text ads
- Customize with our editor or your own CSS

Full page ads

Customizable header

Advertisement is displayed here

- A full-page ad shown in-between the pages of your site
- Customize the header to match the look & feel of your site
- Choose to display after 1,2,3,4 or 5 pageviews

Inline ads

Try it out: [see how it works: cbs](#)
rollover 

- Up to 8 keywords are double-underlined on your site
- When users rollover highlighted words, a text or image ad shows
- Pays on a CPC (cost per click) basis

Step 4: Setup Your Ad's Specs

Choose your ad details. Set the size for your ad and the colors. A preview will show you what your ad looks like.

Size

Video ads Allow video ads to automatically play audio
Set a floor CPM for this type of video ad?
 Yes No

Colors Title # Background # Text # Border # URL #

Preview

Ads by AdBrite

[Find Local Restaurants](#)
Chinese, Italian, American, Mexican & Thai. For all tastes and budgets
[Restaurantz.net](#)

[10 Ways to be Successful](#)
Learn the habits of the successful people from experienced experts.
[10SuccessMethods.com](#)

[Fine Cheese of the Month](#)
Gouda, Gorgonzola, Mozzarella, Cheddar, Jack, Brie, Havarti
[www.FineCheese.com](#)

[Discount Designer Widgets](#)
Browse our inventory of world class widgets. Find just the right one.
[www.Widgets-R-Us.com](#)

[Your Ad Here](#)

Scroll down to access more options. Choose what kind of ads will show on your site.

Ad Content

What kinds of ads are suitable for your site? Allowing all available ads to be shown will increase your revenue potential. You can change this setting at any time.

- Include all available ads (but never adult ads)
 Limit to family-friendliest ads only

Auto-approve Ads

Select this option if you want adBrite to automatically display targeted ads. Otherwise, you'll have to approve each ad on an individual basis before it appears on your site. You can still reject any ad, no matter which option you pick. You can change this setting at any time.

- Yes, auto-approve ads (recommended)

Finally, choose what text will appear below your ad.

House Ad

Create your "house ad" that will appear in this zone if there are no paid ads to display.
You can also choose to show another ad network instead, when you get to pricing options

Headline: *Max 25 characters*

Text: *Max 70 characters*

Step 5: Create Your Site's Description

Your site description will tell potential advertisers what your site is all about. You'll also set your keywords and category so potential advertisers can find you more easily.

Site Info

Name of your site:

Site URL:

Description of site:
Simple HTML allowed, including , , , and
 but no images

Name of ad zone:

Tip: Describe where the ads will go on your site, or in what section they will appear. Ex: Top banner ad

Keywords

Enter one keyword or phrase per line, 50 lines max.
You have 50 lines left.

These keywords will help us match the right advertisers to your ad zone.

Category

This is where advertisers can find your site in the adBrite directory. We also use this to help match advertisers to your site

Main category

- Arts & Entertainment
- Automotive
- Business & Industrial
- Culture & Society
- Education
- Employment & Recruiting
- Finance
- Games
- Health

Secondary category

Step 6: Set Ad Rotation (Optional)

If you're using multiple ad networks at the same time, AdBrite can generate a piece of code that will rotate between networks you're already using and AdBrite's ads. As long as your CPM is higher from other networks, it'll show those ads. On the other hand, if AdBrite's CPM bid is higher it'll show AdBrite's ads.

Reserve Pricing

Are you already using other ad networks?

Yes No

Why choose just one ad network?

We want you to earn as much as possible from your ad placements, whether that's through adBrite or the networks you're already working with.

You can run ads from your current ad networks within your adBrite code, and we'll always show the ads that earn you the most money. In other words, when we can earn you the most, we'll show our ads. When we can't, we'll rotate your other ads back in. You can't lose.

What's the price to beat? eCPM (estimated earnings per 1,000 pageviews)

Paste the HTML snippet from your other network (Google AdSense, Burst, Advertising.com, etc.)

*Please make sure the ad code from your other ad network is for a Medium rectangle (300 x 250) sized ad.

If you aren't using other networks, then just ignore this section.

Step 7 – Upload Your Ad Code

Copy and paste the code generated to your HTML editor and upload it to your server.

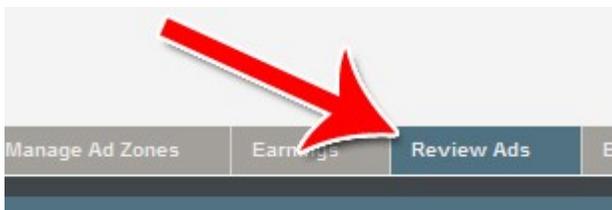
Copy & Paste on Your Site

```
<!-- Begin: adBrite, Generated: 2011-02-13 3:57:48 -->
<script type="text/javascript">
var AdBrite_Title_Color = '0000FF';
var AdBrite_Text_Color = '000000';
var AdBrite_Background_Color = 'FFFFFF';
var AdBrite_Border_Color = 'CCCCCC';
var AdBrite_URL_Color = '008000';
try{var AdBrite_Iframe=window.top!=window.self?2:1;var AdBrite_Referrer=document.referrer==''?
document.location:document.referrer;AdBrite_Referrer=encodeURIComponent(AdBrite_Referrer);}catch(e){var
AdBrite_Iframe='';var AdBrite_Referrer='';}
</script>
<script type="text/javascript">document.write(String.fromCharCode(60,83,67,82,73,80,84));document.write('
src="http://ads.adbrite.com/mb/text_group.php?'
```

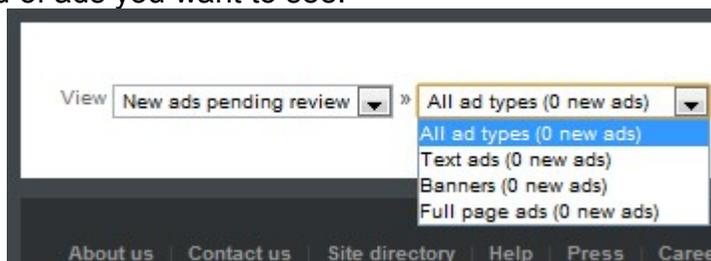
Step 8 – Tracking Your Ads

There are two main tracking features with AdBrite: Seeing what kind of ads are displaying on your site and seeing your actual stats for your ads.

To see what kind of ads are showing on your site, click on “Review Ads” along the navigation bar.



Then select what kind of ads you want to see.



To track your clicks, impressions and earnings, click on “Manage Ad Zones” along the navigation.



Your stats will be displayed for each ad on your site.

Size	Auto-approve	Ad zone views	Display Types	Impr.	Clicks	CTR	CPM
300 x 250	Yes	0	n/a	n/a	n/a	n/a	n/a

Congratulations! You’ve now learned how to setup an AdBrite account, how to create an ad and how to track your progress.

Chitika

Chitika is a contextual advertising network. It allows publishers to place ad units on their websites, where both image and text ads will be shown, sometimes at the same time. Because Chitika often uses images next to text ads on the same page, click through rates and therefore earnings can sometimes be even higher than Google AdSense earnings. Here's how to sign up for and use a Chitika account.

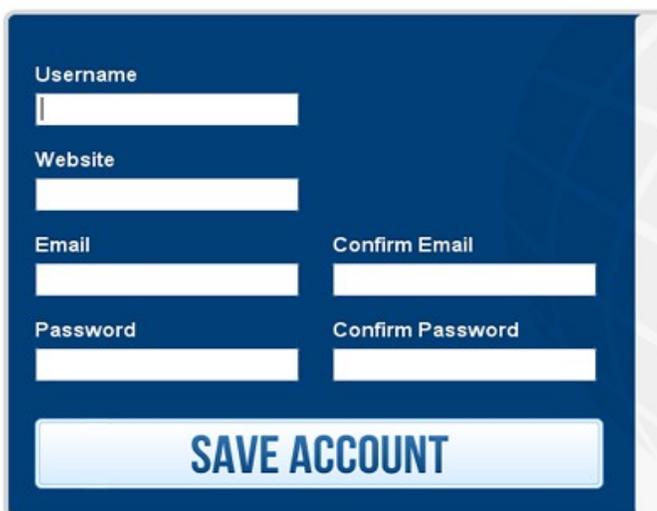
Step 1: Click Publisher, Apply Now

Click on Publisher along the top. A drop down menu will appear. Click on "Apply now" to begin the application process.



Step 2: Complete the Application

Complete the application, which is really just a simple log in form with your email address.

A screenshot of the Chitika application form. The form is set against a dark blue background with white text and input fields. It includes fields for "Username", "Website", "Email", "Confirm Email", "Password", and "Confirm Password". At the bottom of the form is a large white button with the text "SAVE ACCOUNT" in blue capital letters.

Once you've completed your application, you'll need to confirm your email. Shortly thereafter you'll receive an email telling you that your account has been approved.

Log in to your Chitika account with your new account to proceed.

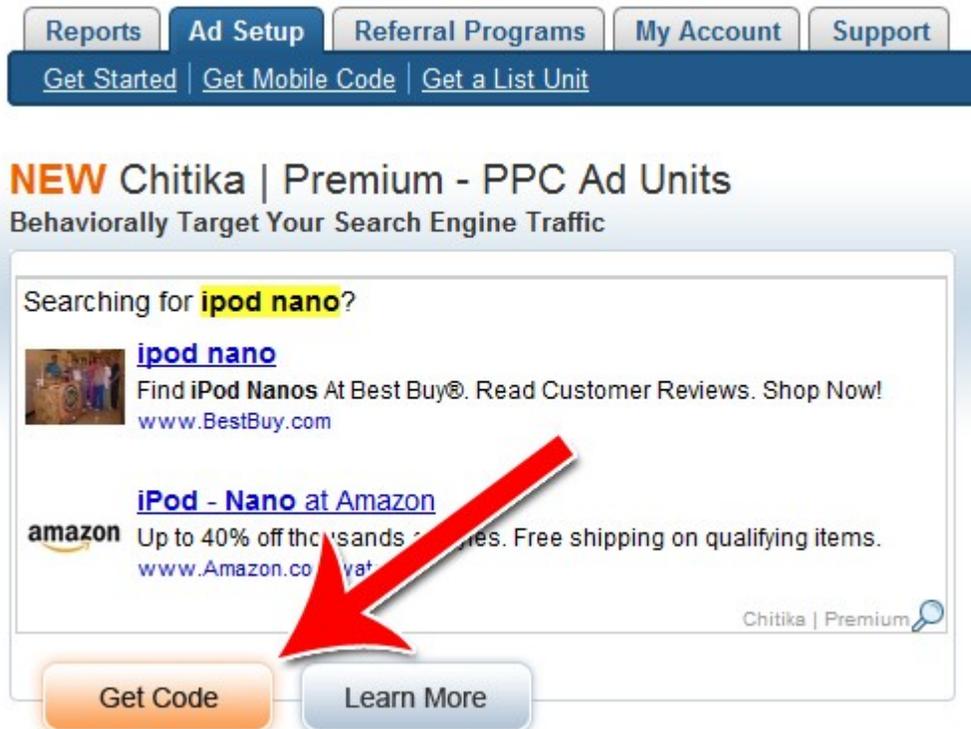
Step 3: Click Ad Setup

Click ad setup to create your first ad.



Step 4: Click Get Code

A preview of what a display unit looks like will appear. Click on Get Code to continue.



Step 5: Customize Your Ad Options

A number of options will appear on the left hand side of your screen, along with a preview on the right hand side of your screen.

Add a Reporting Category

Channel:

Username:

Select Unit Options

Format:

Type:

Fallback Options:

What are Fallback Options? Chitika ad units will only display to select traffic. Select a fallback option to tell us what to do when we decide not to show an ad.

Pick Your Colors

Link:

Text:

Background:

Border:

Your channel is an important setting to pay attention to. It's basically a description. You can sort your channels later by channels, which will allow you to get more advanced reporting from the Chitika system.

Basically, the channel should be a factor you're trying to test out. For example, "Left Sidebar" channel might be applied to all the ads you put in the left sidebar. Later, you can sort by the "Left Sidebar" channel to see how all the left sidebar ads did as a group.

The format determines the size and display method of the ad. Type rotates between the different types of ads, including mobile ads.

Fallback options are basically what the ad will do in the event that there is no advertiser for the traffic you're getting. For example, if you're getting traffic from Zimbabwe and nobody's bidding on traffic from Zimbabwe, Fallback options will tell the system what to do.

The colors set the color scheme.

Step 6: Copy Code and Upload

The code will update in real time as you make changes to the options box. Copy and paste the code into your HTML editor and upload it to have the ad go live.

```
Get Your Code (Click in the box below to copy your code)

<script type="text/javascript">
ch_client = "RBranson";
ch_width = 550;
ch_height = 250;
ch_type = "mpu";
ch_sid = "Chitika Default";
ch_backfill = 1;
ch_color_site_link = "#1C16CC";
ch_color_title = "#1C16CC";
ch_color_border = "#FFFFFF";
ch_color_text = "#000000";
ch_color_bg = "#FFFFFF";
</script>
<script src="http://scripts.chitika.net/eminimalls/amm.js" type="text/javascript">
</script>
```

Your first ad is up and running! If you want to put more ads up, just repeat this simple process.

Step 6: Basic Reporting

Basic reporting is shown in the dashboard of the Reports tab.

The screenshot shows the Chitika dashboard interface. At the top, there are navigation tabs: Reports, Ad Setup, Referral Programs, My Account, and Support. Below these are sub-tabs: Dashboard, Advanced Reports, and Referral Reports. A yellow banner contains the text "Got Questions? (click to show the 3 most common questions)". The main content area is titled "Dashboard" and includes a "Chitika | Premium - Get Started »" link. Below this is an "Earnings Summary" section with a table showing: Yesterday: (Unaudited) 0; This Month's Revenue: (Unaudited) -; Payments to Date: \$0.00. A "View »" link is present under Payments to Date. Below the earnings summary is an "Earnings Quick Report" section with three tabs: 7 Day US/Canada, 7 Day International, and 7 Day Total Earnings. A table below these tabs shows traffic and earnings data for the 7-day period.

7 Day US/Canada		7 Day International		7 Day Total Earnings	
Date	Impressions	Impressions/Clicks	eCPM	Impressions/Clicks	Revenue
Total	0		**		**

You'll see your earnings and traffic stats all in one glance.

Step 7: Advanced Reporting

Click on Advanced Reports to access the advanced reporting options.



In this screen, you'll be able to sort your ads according to the channels that you assigned to them when you setup your ads.

You can also sort by date range and choose to view ads from specific days or time ranges, or even data all the way from the beginning of your account.

Advanced Reports

A screenshot of the "Customize Report" form in the Chitika interface. The form has a title "Customize Report" with a right-pointing triangle icon. It contains several sections: "Date:" with a dropdown menu set to "Last 14 Days"; "Select Channels:" with a checkbox and a link "(What are Channels?)"; "Select:" with links for "All", "None", and "Show Deleted (0)"; "Your Saved Channel Groups:" with an empty box and a "Delete Selected Group" button; "Saved Channel Group Name:" with an input field and an "Add New Group" button; and "Group By:" with a dropdown menu set to "Date".

Once you've selected all your options, hit submit to view your custom report.

There you have it! That's how to sign up for a Chitika account, setup a Chitika ad, view your statistics in a glance and get more advanced stats.

Google AdSense

By becoming a publisher on Google AdSense, you make your website available to the largest pool of advertisers on the planet. Google will gather data on your website and contextually display advertisements from a pool of thousands of possible advertisers. To sign up for Google AdSense, follow these steps.

Step 1: Preparing to Register

In order to sign up for Google AdSense, you first need to have a website. The website should be well designed and have plenty of original content.

You only need to sign up once for AdSense. Once you have an AdSense account, you can use it for any and all websites you own. However, in order to actually get an AdSense account, you need to have *one* website for Google to look at and approve.

Use your best website for the signup process. In a way, this is like putting your best foot forward. Show Google that your websites are of high quality and that their publisher network will be better off with your website there.

You should also read over all the AdSense policies and terms. Webmasters who unwittingly violate the terms risk getting their accounts suspended. It only takes about 20 minutes to read over all the rules; well worth the time investment to reduce the risk of accidental suspension.

Start the application process at:

<https://www.google.com/adsense/>

Step 2: Specify Website URL

Specify the website that you want Google to review. Specify also the primary language of the website.

Check the two boxes that say you won't incentivize clicks and won't place ads on pornographic websites.

Website Information

Website URL: 

- Please list your primary URL only.
- Example: www.example.com

Website language:

- Tell us your website's primary language to help our review process.

I will not place ads on sites that include incentives to click on ads.

I will not place ads on sites that include pornographic content.

Step 3: Add Contact Information

Add your contact information. Make sure your name and billing address are 100% correct, as that's the name and address the checks will be written to.

The account type will tell Google whether to write the checks out to a company name or to a personal name.

Contact Information

Account type: [?](#)

Country or territory:

! **Important** - Your payment will be sent to the address below. Please complete that apply to your address, such as a full name, full street name and house or number, and accurate country, ZIP code, and city. [Example](#).

Payee name ([full name](#)):

- Your Payee name needs to match the name on your account.
- Payee must be at least 18 years of age to pay AdSense.

Street Address:

City/Town:

State:

Step 4: Agree to Terms and Submit

Agree to the terms and conditions and click submit to submit your site to Google for review.

Policies

AdSense applicants must agree to adhere to AdSense program policies ([details](#))

I agree that I will not click on the Google ads I'm serving through AdSense.

I certify that I have read the [AdSense Program Policies](#).

I do not already have an approved AdSense account. (Click [here](#) if you do.)

Then you wait. If Google decides that your website is of sufficient quality to be on their network, you'll soon have a working AdSense account. If not, you'll receive notice that your site was denied.

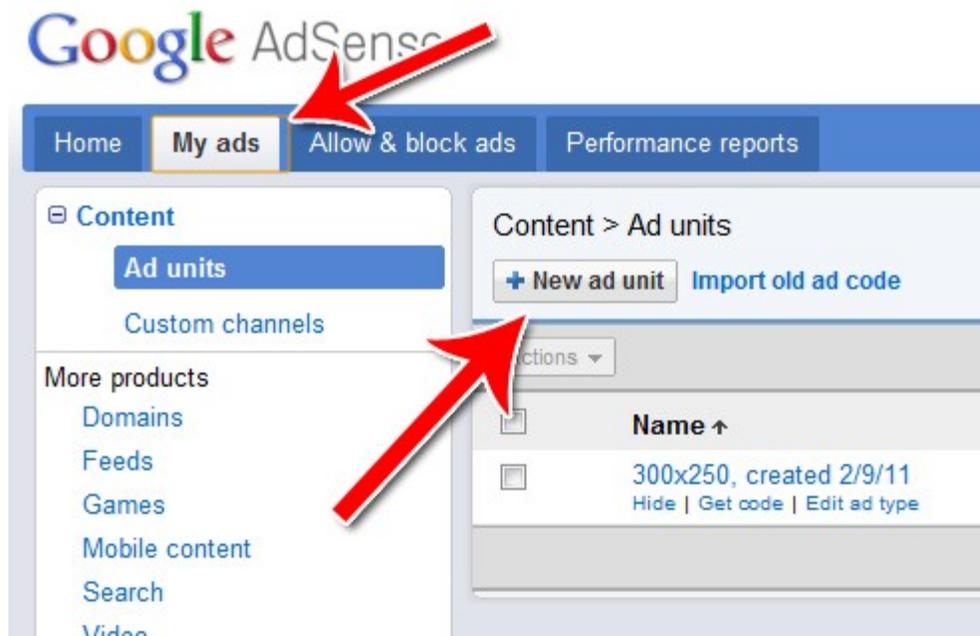
Note that even when you do get your AdSense account, you won't be paid out until you reach your first \$100. When you reach your first \$100, that's when the "real" approval process happens. Every site that reaches the \$100 mark is again reviewed by a real human.

If Google doesn't find your traffic acceptable at the \$100 mark, your account will be disabled and the \$100 won't be paid out. On the other hand, if you get paid your first \$100, that means you've passed all of Google's hurdles and now have a fully fledged AdSense account. That said, once you have your initial AdSense account, how do you actually use it? Here's how.

Setting Up Ads in Google AdSense

Step 1 – Click My Ads, New Ad Unit

To start the ad creation process, go to the "My ads" tab and click "New ad unit."



A drop down box for creating your new ad will appear.

Step 2 – Name, Size and Ad Type

Name your ad. Select its size and choose whether you want text only or images and rich media as well.

Name	<input type="text"/>
Size	728 x 90 - Leaderboard <input type="button" value="v"/>
Ad type	Text & image/rich media ads <input type="button" value="v"/>

 [View examples of ad types and sizes](#)

Step 3 – Stylize Your Ad

Choose the display options for your ad. This includes the color, background, border and the fonts.

In general, the more you can make your AdSense ad unit look like your page, the higher your click through rates and the higher your earnings.

Ad style (AdWords ads only)

Color palette

Default Google palette

Border # FFFFFFFF

Title # 0000FF

Background # FFFFFFFF

Text # 000000

URL # 008000

Font family Use account default (AdSense default font family)

Font size Use account default (AdSense default font size)

Corner Styles

Ad Title
Ad text
www.ad-url.com
Ads by Google

Step 4 – Channels and Tracking

Choose the channels you want to associate with this ad. Channels are properties that you can “tag” on to ad units. Later on, you can search by channels and see how each channel and groups of channels performed.

For example, if you tagged all your red ads with the channel “Red”, you could later sort for all the red channels and see how they all performed individually and as a group.

Select the channels you want to tag your ads with here. If you haven’t created any channels, just click “Create new custom channel” to create a channel on the spot.

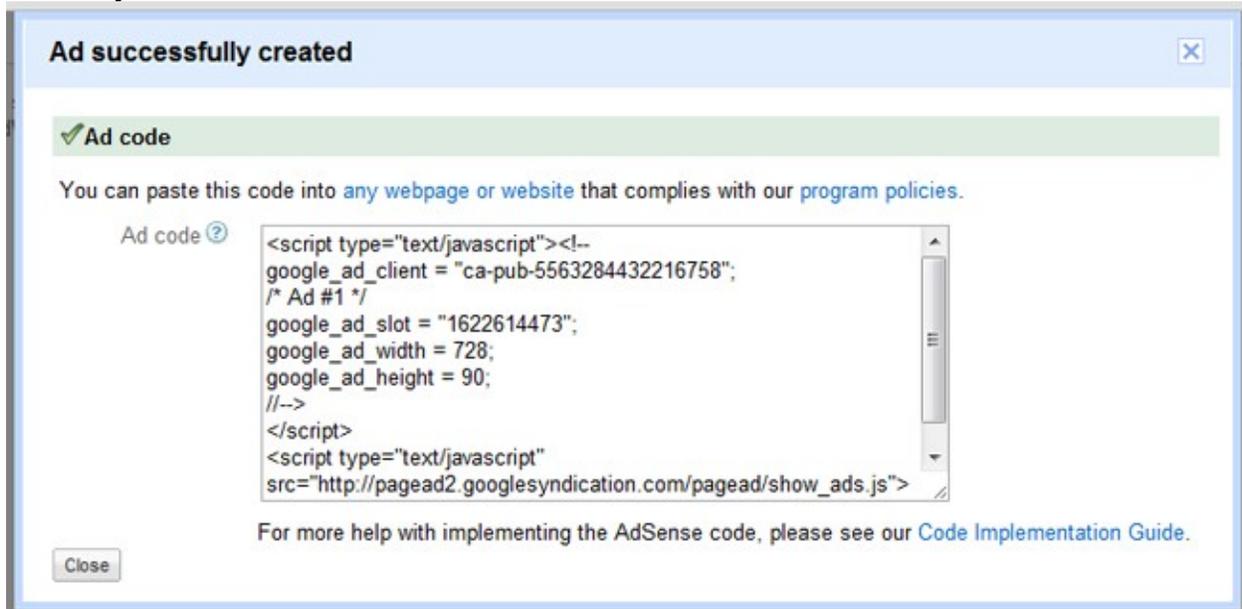
Custom channels ?

Create new custom channel

No custom channels added

Step 5 – Submit and Get Code

Click submit and get code to save all your changes and generate the HTML code to place the ad unit on your site.



Copy and paste this code to your site. Give it 10-20 minutes before expecting the ad to appear.

That's all there is to it! You've now registered for AdSense and created your first AdSense ad.

Place up to 3 ad units on any given page to receive the maximum return per visitor.

	Google AdSense	Chikita	AdBrite
Average Earnings	Generally highest	Generally lower than AdSense	Sometimes higher than AdSense, especially with full page ads
Ease of Acceptance	Easy for major sites, strict guidelines for smaller sites. Explanations are often not given for disapproved accounts.	Easy for Silver level. Gold level with higher CPC and more relevant ads is slightly harder to get approval.	Easy
Types of Ads	Text, Images, Rich Media	Contextual	In Line, Full Page, Text, Banner
Advertiser Base	Strictly politically correct & PG-13 Ads	Some non-politically correct ads.	Some non-politically correct ads.
Minimum Payout	\$100	\$10	Set your own.
Ease of Use	Easy except for tracking, which can be challenging to learn	Very easy, one-step ad creation process.	More steps & options to go through, but still intuitive.
Publisher Support	No support unless you're doing high volume. Has a user forum to ask questions.	Email support and phone support.	On-site contact form for smaller publishers. Large publishers have assigned reps.
Primary Advantage	Generally highest CPMs	Low minimum payout & easy approval makes it optimal for smaller sites	Increase your earnings per visitor with different advertising models

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