

# Let's get started!

Welcome to the  
Yahoo! Bing Network Contextual Ads program,  
powered by Media.net

YAHOO! |  bing | CONTEXTUAL ADS  
NETWORK | powered by **media.net**



# 3 Easy Steps

There are a few steps you need to quickly complete before you can start serving ads and generating revenue

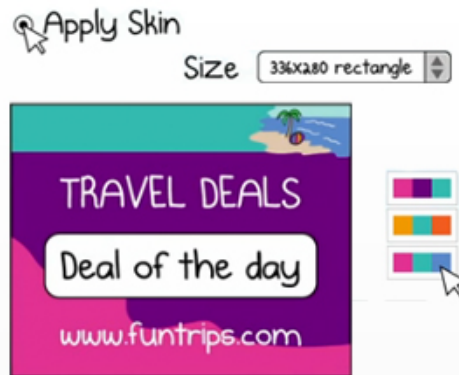
1



## Create an Ad unit

Choose the ad size that offers the most visibility and user engagement.

2



## Customize the Ad unit

Fully customize your ads to complement your site's look and feel for better click-throughs.

3



## Maximize your Revenue

Please allow 21-30 days for our systems to learn, analyze and optimize for your site's traffic to maximize performance.

# Program Features



Huge Advertising Pool



Robust Targeting



Customization



Dynamic Optimization



Greater Control



Mobile Ads



Reporting

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NETWORK

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# Create Ads

Create and customize your ad units by using the 'Create new ad unit' tab.

- 1 Select your preferred ad size** from the wide variety of ad sizes available.
- 2 Choose and customize** your preferred ad skin to blend in with your site's colors. Our design teams will constantly be adding new optimized skins in the gallery.
- 3 Get creative** and pick your own colors for your ad unit or select from one of our pre-optimized color palettes.
- 4 Advanced options**
  - **Enable our mobile ad units** to monetize impressions received from mobile devices and smartphones on your site. Make every impression count.
  - **Skin optimization levels** define aggression thresholds for our systems and Ad Specialists to test multiple ad types and creative options to constantly improve your earnings.
  - **Back up ads** allow you to either specify an ad code or hide the Media.net ad unit when we are unable to display a relevant ad (eg: for traffic received from geographies not supported by the Yahoo Bing Network).
- 5 Preview the ad unit** before you save and generate the ad code for deployment on your site.

The screenshot shows the 'Create new ad unit' interface. At the top, there's a navigation bar with 'media.net', 'Dashboard', 'Reports', 'Ad Units', 'Site Management', and 'My Account'. Below that, the main heading is 'Create new ad unit'. The interface is divided into several sections:

- Size:** A section for selecting ad sizes. It shows 'Most Popular Sizes' with options like Large Rectangle (336x280), Medium Rectangle (300x250), Leaderboard (728x90), X-large (600x250), and Skyscraper (180x600). There are also 'More Sizes' for Horizontal and Vertical orientations with various dimensions like 728x20, 600x120, 468x60, 160x90, 200x200, 250x250, 120x600, 120x300, 300x600, and 180x150.
- Name:** A text input field containing 'Ad Unit 57' and a link to 'View examples of various ad sizes'.
- Preferred Ad Skin:** A section for choosing a design. It includes a description: 'Choose and customize your preferred ad skin (design). The system will constantly test your preferred skin against other skins to automatically determine the best performing option'. It shows three skin preview cards: 'Related Searches' (dark red), 'RELATED SEARCHES' (blue), and 'Related Searches' (purple). Each card shows a list of topics and an ad title with a description and URL.
- Color Customization:** A section for customizing colors. It has a 'Colors' palette on the left and a 'Customize' table on the right. The table has columns for 'AD UNIT', 'HEADER', 'AD TOPICS', 'BULLET', and 'SPONSORED LINKS', with rows for 'Background', 'Border', 'Text', 'Title', and 'Description'. Each row has a color picker, a hex code, and font settings. 'Mini-Previews' on the right show how the ad unit would look with different skins.
- Advanced Options:** A section at the bottom with three rows: 'Mobile ads' (Enable/Disable), 'Skin optimization level' (Aggressive/Moderate), and 'Back up ads' (Hide ad unit).
- Buttons:** At the bottom, there are 'PREVIEW', 'SAVE & GET CODE', 'reset', and 'cancel' buttons.

Numbered callouts 1 through 5 are placed on the left side of the interface, corresponding to the steps in the text on the left.

# Get Ad Code

Preview your customized ad units and generate the ad code for deployment on your site.

**1 Save and Get Code** allows you to save the customizations you have made to your ad units and generate our ad code. You can always edit your ad units at any time by clicking on the 'Edit Code' option on the Ad Units page.

**2 Dynamic Optimization** algorithms automatically test and make decisions between our Ad Topics, Sponsored Links and Hybrid ad units customized based on your chosen look and feel to deliver the highest yielding option.

**3 Copy the ad code** and paste it at the relevant location within your site's HTML. Please contact your Account Manager for any assistance you may require.

The screenshot shows the 'Create new ad unit' page on the media.net dashboard. At the top, there are navigation tabs for Dashboard, Reports, Ad Units, Site Management, and My Account. The main content area is titled 'Create new ad unit' and includes sections for 'Size' (with options like Large Rectangle, Medium Rectangle, Leaderboard, X-large, Skyscraper), 'Name' (Ad Unit 57), 'Preferred Ad Skin', and 'Color Customization'. A central preview window shows a sample ad unit with 'Related Searches' and 'Ad Title 1'. Below the preview is the 'Ad Code' section, which contains a code block for pasting into a website. At the bottom of the page, there are 'Advanced Options' for mobile ads, skin optimization level, and back up ads. A red box highlights the 'PREVIEW' and 'SAVE & GET CODE' buttons at the bottom left, with a red circle and the number '1' next to it. Another red box highlights the 'Ad Code' section, with a red circle and the number '3' next to it. A third red box highlights the 'Related Searches' section in the preview, with a red circle and the number '2' next to it.

**Ad Code**

```
<script id="mNCC" language="javascript"> medianet_width='300'; medianet_height='250'; medianet_crid='8590'; id="mNSC" src="http://contextual.media.net/nmedianet.js?cid=7CUFNICOL" language="javascript"> </script>
```

**Related Searches**

1. Ad Topic 1
2. Ad Topic 2
3. Ad Topic 3

**Ad Title 1**  
Ad description 1 -Lorem ipsum dolor sit amet, consectetur adipiscing  
www.ad-url1.com

ads by Yahoo!

**PREVIEW** **SAVE & GET CODE** reset cancel

# Dashboard

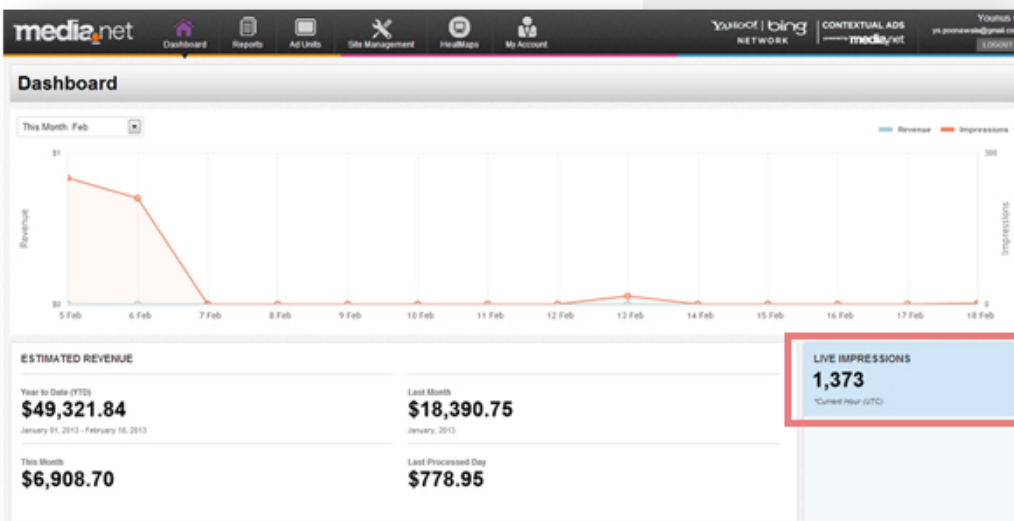
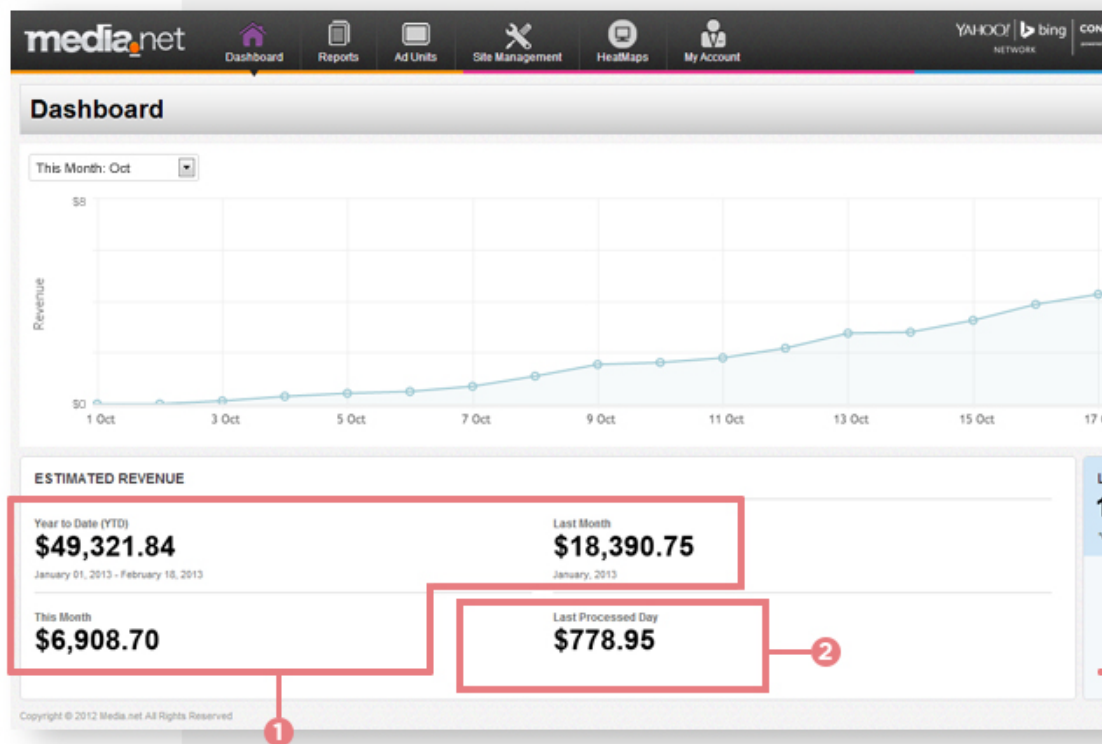
View your earnings for the last day, week, month or year on our easy-to-use dashboard.

**1 Keep track of your revenue\***  
Year to Date, last month, current month and last processed from your Estimated Revenue tab.

**2 Last Processed Revenue\*** shows revenue that the system last audited based on numbers received from our ad partners.

*\* Revenue information is to be used as a guide only. We reserve the right to revise these numbers until the time of actual payout in case of any updates received from our ad partners.*

**3 Monitor your ad impressions** in real-time, using our live impression counter.

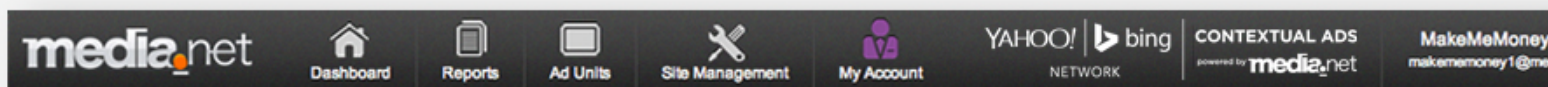


# Payouts

The Payouts interface allows you to ensure that your advertising revenue reaches you in a smooth and timely fashion. Yahoo Bing Network payouts can be made via PayPal or Wire Transfer, depending on your preference.

It is extremely important that your payout information is up-to-date at all times, as this will facilitate easy transfer of your ad revenue.

*For security reasons, we do not allow publishers to change their payout information once entered. Please contact your Account Manager should you wish to make any changes.*



## My Account

Account Settings

Payout Settings

### Account Information

All fields are compulsory.



Beneficiary Name

Beneficiary Address

Beneficiary Bank

Bank Address

Beneficiary Account Number

Bank Swift Code

Bank ABA Number



Paypal ID: (email address)

Update Information

Payment will be processed only after the account balance crosses a minimum threshold.

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# Terms

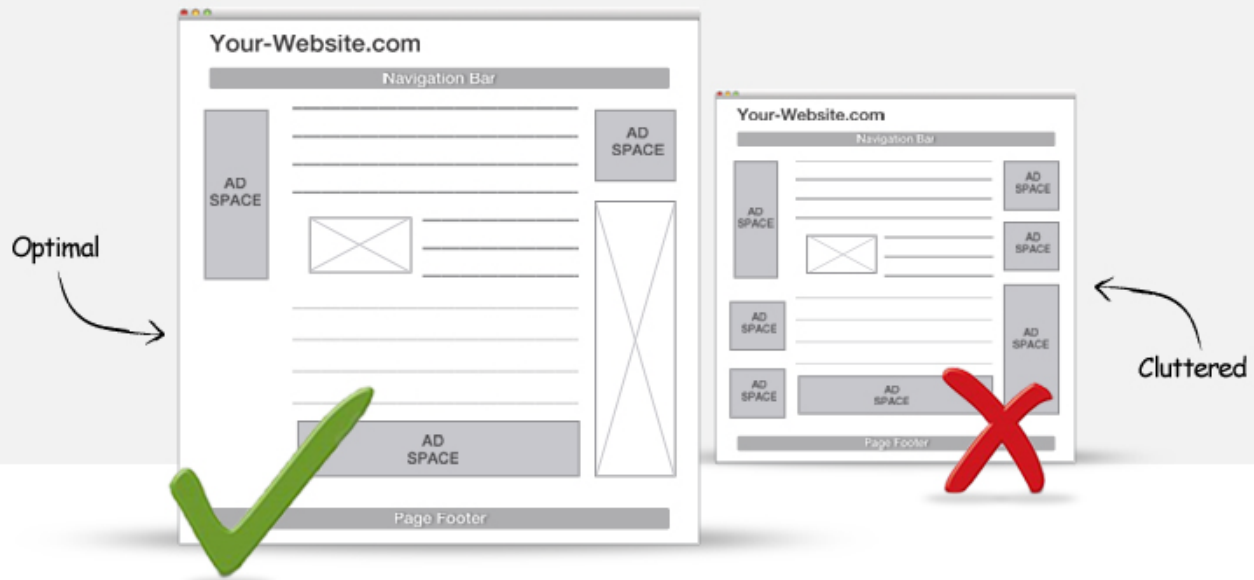
All payments due to Publishers on our program will be made on a **Net 30 basis** for accounts that have accrued **at least \$100 or more in earnings.**

# **RECOMMENDED BEST PRACTICES**

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# 3's a Charm!

Media.net publishers may place up to **3 ads per page**. Research suggests placing more ads can lead to “ad blindness” and may negatively impact your ad revenue.



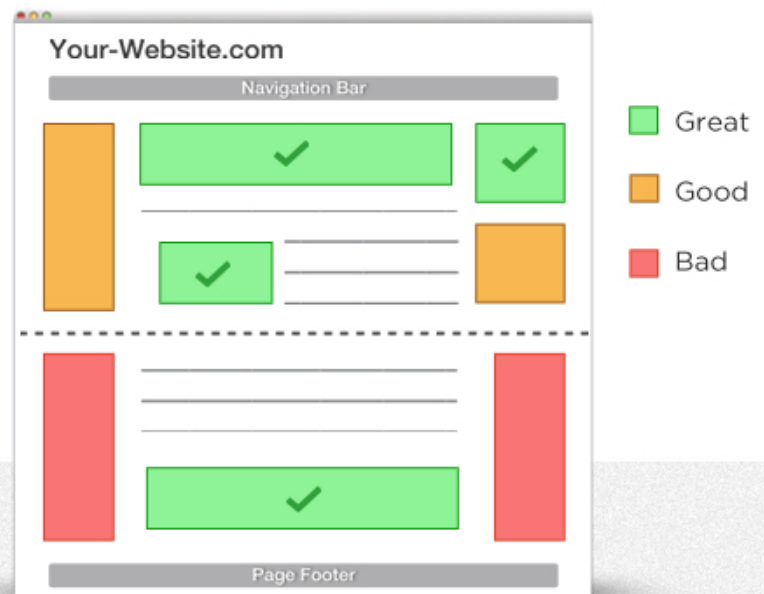
## High Yield Ad-Spots

The placement of your ads on a website is a very crucial factor in visitor engagement and click-through rates (CTR). Our statistics reveal that ads above-the-fold (ATF) yield a higher click-through rate as compared to ads below-the-fold (BTF).

Answering a few questions below can guide you in positioning your ad spots more effectively:

- What is the user behaviour on different pages?
- Where is their attention likely to be focused?
- What spot will allow the ad to blend in with the site content without interfering with the look and feel of my site?

✓ Consult your Account Manager to identify the most optimal Ad Spot(s) for your site.





# Do's



- 1) Keep your ad tags live on our system for at least 21-30 days to see optimal performance. Our systems are constantly learning and trying multiple options on an impression-by-impression basis to target the most relevant ad topics and sponsored listings for your users.
- 2) Place the ad tag at a spot that has good visibility and a higher chance of engagement with the visitor.
- 3) Enable our customized mobile ad units to monetize every impression received on your site.
- 4) Use creatives that blend in with your site look and feel to maintain a consistent user experience and reduce ad blindness.
- 5) Create separate ad tags for different positions on your site but use the same ad tag across your site for similar sized and similar position ad spots.
- 6) Use an easily understandable naming convention for your ad tags to facilitate re-use and quick troubleshooting (ex: sitename\_size\_position).
- 7) Make sure your site load times are as low as possible. Research suggests that a 1 second delay in load times reduces conversion rates by at least 7%.
- 8) Make sure your site works across all major internet browsers (Firefox, Chrome, Internet Explorer and Safari).

# Don'ts



- 1) Do not buy traffic from low quality sources.
- 2) Do not put more than 3 ad spots on one page.
- 3) Do not use same ad tags across multiple sites.
- 4) Do not place Media.net ads on pages which do not comply with the Program Guidelines available at <http://www.media.net/legal/programguidelines>

# Contact Us

Please feel free to get in touch with your Sales Representative directly or our Ad Specialists by sending an email to [pubsupport@media.net](mailto:pubsupport@media.net) using the email ID registered with us.

# Feedback

We value your feedback, so do write to us on [feedback@media.net](mailto:feedback@media.net) with any suggestions that you may have. The comments we receive will help us constantly improve our products and services to deliver a better experience.

Please ensure you are always in compliance with our **Program Guidelines** available at <http://media.net/legal/programguidelines>