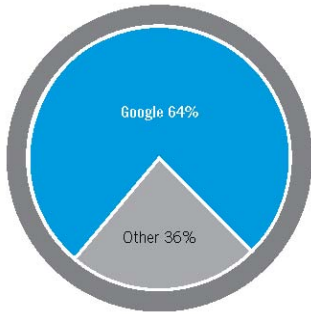




# Reach your most desirable audience with placement targeting.

## GOOGLE'S CONTENT NETWORK



Google's content network includes thousands of U.S. and international sites. The content network reaches over 64% of all Internet users. By itself it is the third largest property on the Net.

### Did you know?

The Google content network reaches all these groups of sites:

1. Feedster's 500 most influential blogs
2. Time magazine's top 100 websites
3. PC Magazine's top 100 websites
4. Men's Journal's top 100 websites for guys
5. Webby award winners and nominees

Now AdWords customers can place their ads on specific sites and even individual pages on the Google content network. With placement targeting, advertisers pick their ad location, name their own price, and reach the customers they want at all points of the buying cycle.

### Select sites and placements for your ads with the Placement Tool

Suppose a bicycle company wants to create its own advertising channel of sites and placements popular with pro and amateur cyclists. The AdWords Placement Tool lets the advertiser enter keywords like cycling or Tour de France or actual site URLs like [www.cyclingforum.com](http://www.cyclingforum.com). Google technology then generates a list of relevant cycling placements for the advertiser to choose from.

#### Results related to: cycling

Locations: *Country: United States* Languages: *English* Ad Formats: *Not filtered*

Placements	Ad Formats		Impressions per day ?	Add all »
	Choose Formats »			
<a href="http://bikeforums.net">bikeforums.net</a>			100k-500k	<a href="#">Add »</a>
<a href="http://canadiancyclist.com">canadiancyclist.com</a>	-	-	0k-10k	<a href="#">Add »</a>
<a href="http://velonews.com">velonews.com</a>	-	-	100k-500k	<a href="#">Add »</a>
<a href="http://pezcyclingnews.com">pezcyclingnews.com</a>			10k-100k	<a href="#">Add »</a>
<a href="http://bikeportland.org">bikeportland.org</a>			0k-10k	<a href="#">Add »</a>
<a href="http://bikereg.com">bikereg.com</a>			10k-100k	<a href="#">Add »</a>
- <a href="#">All Pages, Middle right</a>			0k-10k	<a href="#">Add »</a>
- <a href="#">All pages, Top center</a>		-	0k-10k	<a href="#">Add »</a>
- <a href="#">Event Calendar Pages, Bottom center</a>			0k-10k	<a href="#">Add »</a>

### Flexible bidding options

When creating a placement-targeted campaign, advertisers can select the bidding option that best matches their advertising goals.

Advertisers looking to maximize impressions and increase brand awareness among a target audience can select cost-per-thousand impression (CPM) bidding and pay when their ads appear.

Advertisers who care more about direct response metrics such as sales, leads, registrations or sign-ups can select cost-per-click (CPC) bidding and pay when users click on their ads.

### Ad Formats – Text and Display

Advertisers using placement targeting can run a variety of ad formats, from text, image, and Flash ads to richer formats such as click-to-play video ads and gadget ads. Ads are available in most IAB standard ad formats. The choice, and full control, is yours.

To learn more about this program, contact your Google AdWords representative.