



Display & Video Advertising with Google

Sight, Sound, and Motion on the Google Content Network



ABOUT THE GOOGLE CONTENT NETWORK

The Google Content Network consists of thousands of sites that you can advertise on. Content targeting places your ads on relevant pages. This Network combined with Google's sites, means advertisers can reach 85% of all Internet users in the UK.

Google display and video ads run on thousands of sites that make up the Google Content Network. The Google Content Network is one of the largest in the UK, reaching 68% of all Internet users. [See below for source] Advertisers can choose to have their ads run on specific sites or on all pages that are related to a certain topic or theme.

Video Ads

Google's click-to-play video ads appear as a static image on sites until the user clicks on the ad or the play button to initiate the video. In addition to initiating the playing of the ad, the user maintains control of playback rate and volume. At any point, the user can access the advertiser's website by clicking on the display URL or directly on the video while it's playing.



Display Ads (Flash and Image)

The Google display advertising network supports .GIF, .JPG, .PNG and Flash ad formats. The ad sizes supported by these ad formats include:

- 468 x 60 (Banner)
- 728 x 90 (Leaderboard)
- 250 x 250 (Square)
- 300 x 250 (Square)
- 200 x 200 (Small Square)
- 300 x 250 (Medium Rectangle)
- 336 x 280 (Large Rectangle)
- 120 x 600 (Skyscraper)
- 160 x 600 (Wide Skyscraper)

Pricing

Both display and video ads compete for placement on sites that are part of the Google Content Network in a real-time auction that maximises exposure and minimises your cost. This system also allows for flexible pricing, which means that you have the option of choosing between paying on a CPM (cost per thousand) or a CPC (cost per click) basis.

Reporting

Google display and video ads allow you to receive near real-time reporting of the performance of your ads. In addition to traditional metrics such as impressions, clicks and cost, we also offer the following reporting features:

- View reach and frequency reports to understand how many users are viewing your ads and how often they've been exposed to them.
- For video ads, view the number of playbacks and individuals who viewed a percentage of your video ads (up to 25%, 50%, 75%, or 100%).

Learn More

Display and video advertising campaigns are valuable extensions to online and offline advertising. Contact your Google representative to learn more.

Source: comScore, September 2006

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