



Google AdWords

SEARCH NETWORK PARTNERS



Google AdWords

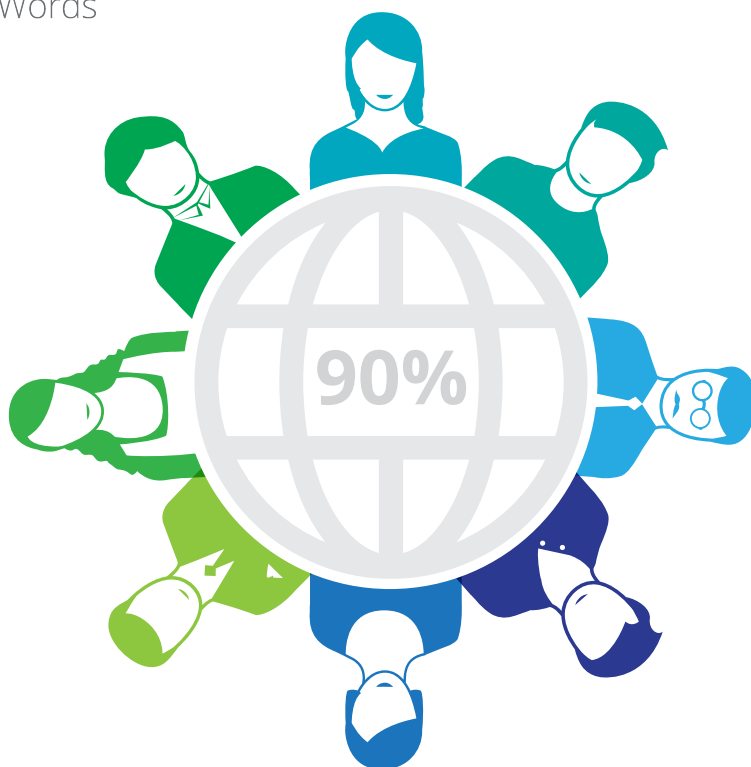
SEARCH NETWORK PARTNERS

Is more than just search engine advertisements! [Be visible in the advertisement network too](#)

The Google AdWords advertisement network – called a partner network in the past – consists of over a million websites, films and applications that let you display AdWords advertisements.

If you've read an AdWords advert when reading through your favourite site, checking gmail or watching a YouTube videos, that means you've already encountered this form of promotion.

According to comScore data, the Google advertisement network reaches over 90% of all Internet users worldwide.
Impressive, isn't it ?



Thanks to such ads you can reach new users with ease by selecting the proper criterion of routing, or by connecting a presenting ads in various eye-catching formats (text-based, graphical, multimedia, video).

Ads in an advertisement network – routing using select

By choosing this model of directing ads you decide the websites where you want to show your ads.

Industry portals, widely read information websites, or perhaps culinary blogs ?

Be where your clients are !

Examples of British sites :

www.dailymail.co.uk

www.thesun.co.uk

www.mirror.co.uk

www.telegraph.co.uk

independent.co.uk

manchestereveningnews.co.uk

www.guardian-series.co.uk

healthknowledge.org.uk

menshealth.co.uk

www.look.co.uk

www.elitewomens.com

totalbeauty.com

Routing using subjects

By directing content to specific subjects, you can place ads of your company on themed sites – it doesn't matter if it's agriculture, industry, or music.

Routing using customers

Using this type of routing you can reach users that have previously visited your website ("remarketing") or those with similar interests. There is a lot to choose from!

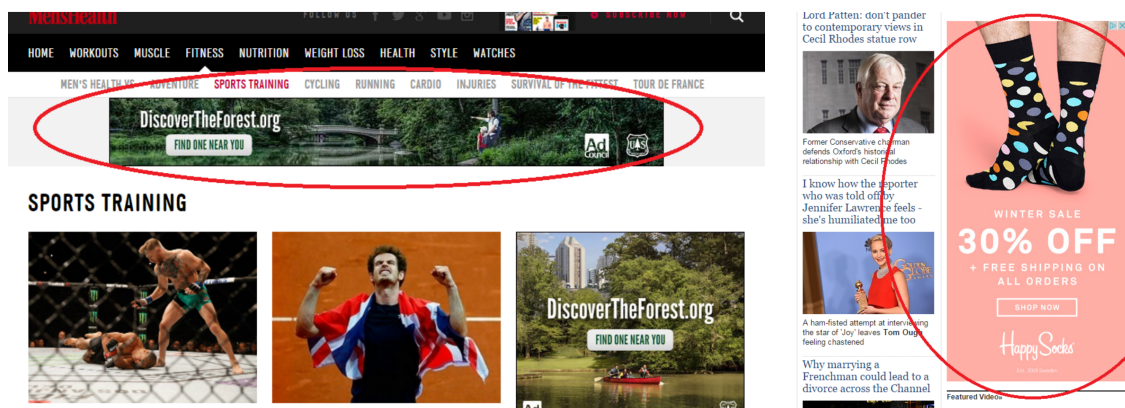
Routing using keywords

Ads in an advertising network can also be routed using keywords. The ads will then be shown contextually on relevant websites connected with phrases selected by you.

Routing using language and location

England, Switzerland, Poland, or maybe the US? Route your ads to select countries and languages !

Examples of banners in an advertising network



Benefits

- You gain the ability to promote yourself on millions of websites, blogs, information sites from all around the world
- Precise possibilities in managing ads
- Eye-catching ad formats
- Ability to choose ad placement

Take a look at the history of the clients that have already chosen the advertising network

- Carnival Cruise Lines used context routing in the Google advertising network and has increased its number of reservations by 284% in five weeks, lowered the cost of conversion by 72% and increased the number of potential clients by 36%.
- The Jordan brand conducted a campaign in the Google advertising network aimed at a niche demographic whose aim was increasing awareness of the brand as well as brand loyalty.
- The Yankee Candle company used remarketing in the Google advertising network in order to attract consumers again and increase the conversion ratio by 600% and lower conversion costs by 50%.

More: <https://www.google.com/ads/displaynetwork/success-stories.html>

Graphical ads in the Google AdWords system – technical specs

1. Size and format of graphical file

The size of the graphical ad's size cannot exceed 150 KB

Static (non-animated) ads

Acceptable format : JPEG, JPG, PNG lub GIF

Must be submitted in one of the following size formats :

320 × 50: mobile banner

468 × 60: banner

728 × 90: long banner

250 × 250: square

200 × 200: small square

336 × 280: large rectangle

300 × 250: intertext banner

120 × 600: tower

160 × 600: wide tower

300 × 600: half-page ad

970 × 90: large long banner

240 × 400: vertical rectangle

980 × 120: panorama

930 × 180: upper banner

250 × 360: triple panoramic screen

580 × 400: netboard

2. Animated ads

Maximum frame rate is 5 frames per second or 200 frames per millisecond, acceptable in GIF format.

Must be submitted in one of the following formats :

320 × 50: mobile banner

468 × 60: banner

728 × 90: long banner

250 × 250: square

200 × 200: small square

336 × 280: large rectangle

300 × 250: intertext banner

120 × 600: tower

160 × 600: wide tower

300 × 600: half-page ad

970 × 90: large long banner

240 × 400: vertical rectangle

980 × 120: panorama

930 × 180: upper banner

250 × 360: triple panoramic screen

580 × 400: netboard

3. Flash ads

Format reklamy

All flash ads must be submitted in full standard size formats :

320 × 50: mobile banner

468 × 60: banner

728 × 90: long banner

250 × 250: square

200 × 200: small square

336 × 280: large rectangle

300 × 250: intertext banner

120 × 600: tower

160 × 600: wide tower

300 × 600: half-page ad

970 × 90: large long banner

240 × 400: vertical rectangle

980 × 120: panorama

930 × 180: upper banner

250 × 360: triple panoramic screen

580 × 400: netboard

Google AdWords

SEARCH NETWORK PARTNERS

File size

The size of a flash ad cannot exceed 150 KB

Animation length

In such ads, the animation can last up to 30 seconds (at a rate of 20 frames per second). After this time the ad must be static. Such ads must also be compliant with all the other rules regarding animation.

Flash versions

All Flash ads must be compatible with the Flash player version 4-10.1

ActionScript code versions

The 1-3 Actionscript code version is also acceptable

ClickTag layers

All Flash ads must support the clickTAG variable. The clickTAG layer is a tracking code assigned by Google to specific ads. It allows for keeping a record of where the ad is displayed at the moment of clicking and makes it easier for advertisers to determine the effectiveness of the campaign.

Every click on a Flash ad must link to the URL address determined in the ClickTAG parameter without any indirect rerouting.

The name of the variable must have the form of "clickTAG" (the TAG element must be spelled in all caps, with no space between the click and Tag elements). "click tag", "Click Tag" and others are unacceptable.

Google AdWords

SEARCH NETWORK PARTNERS

clickTAG parameter code for ActionScript 2 :

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG, "_blank");  
    }  
}
```

clickTAG parameter code for ActionScript 3 :

```
import ash.events.MouseEvent;  
import ash.net.URLRequest;  
// .....  
someButton_or_displayObject_to_receive_mouseClick.addEventListener(  
    MouseEvent.CLICK,  
    function(event: MouseEvent) : void {  
        ash.net.navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank");  
    }  
);
```

The name `someButton_or_displayObject_to_receive_mouseClick` must be replaced with the proper name of the key that will be assigned the click.

It should be noted that the code doesn't have to contain the target URL. It is extracted while the `clickTAG` functions. Depending on the structure of the Flash ad, it may be necessary to add the `_root.` or `_level0.suffix` in order to obtain the `_root.clickTAG` or `_level0.clickTAG` code.