

Getting Started Program Guide for Adult Gay Ad Network Publishers



This document provides an overview of our technology platform and step-by-step instructions for getting started. It is intended only for approved Adult Gay Ad Network publishers.

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Welcome to Adult Gay Ad Network!

Congratulations for joining Adult Gay Ad Network. We are very excited about the opportunity to partner with you. This program guide was created to make it simple for you to create and install your new advertising tags, build your advertiser storefront and begin accepting display advertising from advertisers buying across our network.

With our sales experience and ability to package your inventory with the inventory from other gay sites, we hope to raise your CPMs and allow you to focus on publishing your site, expanding your services, and building your audience. The operating principle behind Adult Gay Ad Network is to be the most transparent, open and fair online advertising program available for gay adult publishers.

The technology partner we have chosen to power Adult Gay Ad Network is Adify. The Adify technology will help us monetize your web site while making it easy for advertisers to build efficient ad campaigns.

Prerequisites

Before setting up your ad spaces and building your storefront, you need to become a member of Adult Gay Ad Network. If you have not already joined, please follow these registration steps:

1. To join go to: <http://www.adultgayadnetwork.com/terms>
2. Click to "**Accept These Terms**"
3. Apply to Join Adult Gay Ad Network by filling out the form at:
<http://app.adify.com/MemberPages/ApplyToNetwork.aspx?networkId=698310>
4. Provide information about yourself and choose your member name and password. This will be used to sign into the Adify application later when you configure your site.
5. Fill out the Application Form with details about your site audience and traffic.
6. Once your site is accepted onto Adult Gay Ad Network, you will receive a confirmation and you can begin the configuration process defined below.

Our customer support team is happy to help weekdays from 8AM - 8PM EST.
Call us toll free at 877-462-3439 or from outside the USA at +1 650 392 6200.

Setting Up Your Ad Spaces

1. Sign in to your Adify account at <http://app.adify.com>
2. Click the **Sell** tab at the top of the page.
3. Click on **create new ad space**.

Ad space

Name

Description

Type

- Image & Rich Media
- Text
- Video
- Pop-under

Size

Medium Rectangle 300x250

Sample URL

http://

Page position

Top Center

Sponsorship Price

	Adify Min
1-day	\$1.00 USD
7-day	\$6.00 USD
30-day	\$25.00 USD

CPM Price

Rate card	\$0.25	\$0.25 USD
Minimum	0.25	\$0.25 USD

CPC Price

Rate card	\$0.01	\$0.01 USD
Minimum	0.01	\$0.01 USD

Open all click-throughs in a new window

Show footer text

Advertise with us

Serve ads over HTTPS (advanced)

Enable third-party tracking (advanced)

Allow another ad server to track conversions on this ad by entering the tracking URL for that server.

4. Create a Name and Description such as "300x250 Placement" -- "This ad appears above the fold throughout the content sections of the site."
5. For Type choose **Image & Rich Media**. Adult Gay Ad Network promotes the use of the IAB Standard Image Ad Unit sizes **300X250, 728X90 and 160x600**. Supporting these ad sizes will generate more revenue for your site.
6. Set your Sponsorship (Fixed Price Per Time Period) rate card (published) and minimum rate (unpublished). You can always go back and change your pricing later. Some publishers do not wish to offer Sponsorships to their advertisers, because the volume of inventory they offer is too large to be purchased in a packaged way; please call Adify at 650-392-6200 if you want to disable Sponsorship purchases through your site.
7. Set your CPM (cost per 1000 impressions) rate card (published) and minimum rate (unpublished). A good rule of thumb is to set the CPM at or slightly above the current CPM you are receiving for this Ad Space via your redirect advertising source.

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SUGGESTED RATE CARD CPM PRICING

<i>Ad Space</i>	<i>Produced Content</i>	<i>Member Generated Content</i>
728x90	\$2.5 to \$5 CPM	\$1 to \$5 CPM
300x250	\$2.5 to \$10 CPM	\$1 to \$5 CPM
160X600	\$2.5 to \$8 CPM	\$1 to \$5 CPM

SUGGESTED MINIMUM CPM PRICING

Divide the CPM you are generating from you redirect/default ad by 0.65.

MINIMUM CPM PRICE EXAMPLE:

Joe, a participant in Adult Gay Ad Network, earns an effective CPM (eCPM) of \$0.20 through Google AdSense in his 160x600 Ad Space. He sets his rate card at \$2.00 since he operates a community site with member generated content.

He optimizes this space by placing his Google AdSense tags into his Adult Gay Ad Network account as a “redirect ad” and defines the value of this at \$0.32.* He then inserts his Adult Gay Ad Network tags on his site to replace the Google AdSense tags. Now, Google AdSense ads will continue to show up until an advertiser comes in through Adult Gay Ad Network that earns him more than he is earning with Google AdSense.

* Why did Joe set his Default Ad value at \$0.32 when Google AdSense only earns him \$0.20? Because Adult Gay Ad Network members receive 65% of the ad revenue collected through the network. At \$0.32, 65% nets Joe \$0.21 - over the \$0.20 previously earned through Google AdSense but potentially much more.

8. Adult Gay Ad Network will then generate the ad tag that you then need to place on your web site. Ads will begin running on your site within 30 minutes of setup.
9. Repeat these steps for each ad space on your site. You do not need create separate ad tags for every individual topic or section of your site. The fewer the better.

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Adding Your Redirect or Default Ads

These ads will appear when there is no paid advertising available at a CPM rate above your minimum rate or if the active campaigns have reached frequency caps set by the advertiser. Most of our publishers have Google AdSense™ or other remnant ad provider relationship. We recommend using your remnant ad provider for your Redirect / Default Ads. If you do not set up Default Ads, we will serve our own Default Ad. Our Ad server will always show *some* ad in your Ad Space. To set up a Default Ad, follow these steps:

1. Click on the **Sell** tab.
2. Click the check box next to the Ad Space that you want to configure.
3. From the pull down menu **edit selected ad spaces**, choose **Manage unsold inventory**.
4. Select **Redirect to another service provider** (or upload your default ad).
5. Obtain the ad tag for the other ad service provider (e.g. like Google or AdBrite). This ad tag may be Javascript, IFRAME, or any other format provided by your ad network. This ad tag can contain a rotation of any type of ads (text, image, or Rich Media formats), but each ad must be of the same size (e.g. 300x 250) as the Ad Space you are configuring.
6. Name the redirect (e.g. Google) and enter the tag from your ad service provider.

Note: Your redirect or house ad is not reviewed to ensure correct functionality, and it may take up to 24 hours for the redirect or default ad to appear on your site.

Redirect to Another Provider ✕

Redirect your ad spaces to another ad provider by pasting in the ad provider's ad tag below.

Size	Leaderboard 728x90
Name	<input type="text"/>
Ad tag	<div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div>

Example redirect to third party:

```
<!-- begin AD PROVIDER TAG for PUBLISHER
Leaderboard 728x90 -->
<script type="text/javascript"><!--
ad_width = 728;
ad_height = 90;
//-->
</script>
<script type="text/javascript"
src="http://adprovider.com/ads.js">
</script>
<!-- end AD PROVIDER TAG -->
```

Example redirect to custom HTML page:

```
<iframe src="http://mysite.com/ad.html" />
```

Save Cancel

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Categorizing Your Ad Spaces (Optional)

If you have a large and diverse site with multiple Ad Spaces, you can also optionally categorize your Ad Spaces for the sake of presenting them to advertisers. Don't create too many sections. Keep it simple. Fewer is better.

1. Click the **Sell** tab at the top of the page.
2. Click the check box next to the Ad Space that you want to configure
3. Under the pull down menu choose **Edit ad space categories**.
4. Enter a new category from the list above and click **Add**.
5. Use the checkboxes to select the category, and click **Save**.
6. Note that any Ad Spaces you do not categorize will not appear in your Site Storefront.

Reviewing Your Ads

You can review every ad that runs on your site manually or set up keywords and domains to reject ads automatically that you do not want to appear on your site. You can reject and un-reject ads at any time, even if they're live on your site.

1. Click the **Sell** tab.
2. Click **review media buys**.
3. You can review, accept, and reject pending media buys for your site. Also view currently running, previously accepted, and previously rejected media buys. Note that you can change the status of a media buy at any time and you can also review, accept, and reject individual ads in each media buy.

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Viewing Your Reports

You can view reports of who has advertised on your site:

1. Click the **Sell** Tab.
2. Click the **Reports** link.
3. Use the filters to select a time range of interest to you, and drill down via the Site, Ad Space, and Advertiser filters to understand what advertising is appearing on your site.
4. All values shown in your reports are Gross (before commissions), unless otherwise specified.

Editing Your Payment Details

In order to receive payments from the advertising on your site, you need to enter your payment details:

1. Click the **Account** Tab.
2. Click **Billing and Payment** in the submenu.
3. Click **Edit payment information**.
4. Choose to be paid by Funds Transfer, PayPal or printed check. We processes payments net 30.

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