Toward a Bill of Rights for Online Advertisers

Benjamin Edelman
Obama Warns Democrats of Urgency of Health Bill

By HELENE COOPER

In an appearance that harkened back to his 2008 campaign, President Obama made an emotional pitch for public support to push legislation through a final series of votes.

- A Guide to the Final Lap of the Health Care Debate
- Join the Discussion

As Ballots Are Tallied in Iraq, Americans Call Vote a Milestone

By STEVEN LEE MYERS and MARC SANTORA

The government reported a 60 percent turnout rate, as the American military commander in Iraq praised the Iraqi military for its handling of the election.

With Signs of Spring, Diners Go Outside

By DIANE CARDWELL

Outdoor dining season seems to come to New York earlier each year, with patrons eager to take advantage of a growing number of options.

For Iran, Enriching Uranium Only Gets Easier

By WILLIAM J. BROAD

Making the leap from reactor-grade nuclear fuel to bomb-grade is like the rich getting richer: really fast.
what can go wrong
The web's only free, real-time streaming stock challenge.

- SIGN UP Wall Street Survivor™ NOW FOR THIS FREE CONTEST FOR A CHANCE TO WIN UP TO $50,000 DOLLARS!!!
- Test your trading strategies and you could win your share of!
- Over $20,000 in cash and prizes paid out monthly!
- Play to Win $250,000 - Fantasy Stock Trading Game

REGISTER

Wall Street Survivor™

Wall Street Survivor™ is a product of Stock-Trak Group, Inc. (OTCBB: STKG)

Wall Street Survivor™ is the Web's best fantasy stock trading game and investment contest portal where players can manage their own fantasy stock portfolios and
GET / HTTP/1.1
Host: www.mytoursinfo.com

HTTP/1.1 200 OK ...
<html> ...
<script src="/js/counter.js" type="text/javascript"> ...</script>
<script src="/js/stat.js" type="text/javascript"></script></html>

GET /js/stat.js HTTP/1.1 ...

HTTP/1.1 200 OK
document.write("<iframe width=0 height=0 src='http://www.pointtrip.com/florida_tour.html'>");
document.write("<iframe width=0 height=0 src='http://www.fluentcall.com/pda_phones.html'>");
document.write("<iframe width=0 height=0 src='http://www.webhotshop.com/shopping.htm'>");
document.write("<iframe width=0 height=0 src='http://www.freebiespack.com/freebies_insider.htm'...
document.write("<iframe width=0 height=0 src='http://www.onlinemoneytrading.net/forex_trading.h..."
Investigator’s tools

- Testing PC
- Network hub
- Monitoring PC
- Internet
- Network monitor / “packet sniffer”
alternative:
paying by the click
lenovo thinkpads at CDW® Get the Best Blend of Performance, Security & Mobility with ThinkPads!
www.CDW.com/ThinkPad

laptop clearance Get 50% off All Brand Laptops Limited Time Offers!
www.NetShoppers.com/Laptop

dell notebooks at Dell
www.dell.com/notebooks

microsoft windows office suite at Microsoft
www.microsoft.com/office

Laptop Sale 
laptops Save up to 75% for a limited time. 
www.computerellie.net

low cost laptops at Consumer Choice
www.consumerchoice.com

Toshiba Laptop Computers
www.ToshibaDirect.com

Compare Laptop Prices
www.PCWorld.com/laptops

Laptop Parts & Accessory
www.PartStore.com

personal tech: portable computers

sony’s green laptop (literally) - gadgetwise blog
Gadgetwise Blog

optimism returns to consumer electronics show

at first blush, the machine looks like a traditional laptop. But the screen can be
what can go wrong
Smiley Central™
A world of fun. All in one toolbar.

Toolbar Features:
- Works with most IM, Email & Blog applications - as well as social sites like My Space and MSN Spaces!
- Bonus: Also includes cursors, screensavers, e-cards, the MyWebSearch® search box and Search Assistant - relevant search results in response to misspelled or incorrectly formatted browser address requests.
- No Spyware. No Adware. We take pride in our products!

Click Here!

Please read carefully. By clicking the "Click Here" button above and downloading Smiley Central, I accept and agree to abide by the End User License Agreement.
Continental Airlines Reservations

Home | Reservations | Travel Information | Deals & Offers | OnePass Frequent Flyer | Products & Services | About Continental

Reservations

Flight Search
Car Search
Hotel Search
Vacation Packages
Cruise Search

Google Advertisers e.g. Continental

money → Google

money → Infospace

money → Localpages

money → (unknown company)

money → WhenU

money → traffic

money → traffic

money → traffic

money → traffic
Saks Fifth Avenue
Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!
www.saksfifthavenue.com

Shop Bloomingdales.com
Shop The Latest Designer Fashions at Bloomingdale's. Official Site.
www.Bloomingdales.com

Coupons & Promotion Codes
Save now with Discount Codes 20000+ Promo Codes at CouponAlbum
CouponAlbum.com

J.Crew - Official Site
Shop the Official Site for quality clothes for her, him, and kids.
www.jcrew.com

Rachel Zoe’s Picks
Check out Rachel Zoe’s holiday picks at Piperlime. Free Shipping.
www.piperlime.com/RachelZoe

Off 5th Saks Fifth Avenue
Find great deals and save! Compare products, prices & stores
www.Shopping.com

Macy's ® Wedding Registry
<table>
<thead>
<tr>
<th>Sponsored Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saks Fifth Avenue</strong></td>
</tr>
<tr>
<td>Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!</td>
</tr>
<tr>
<td><a href="http://www.saksfifthavenue.com">www.saksfifthavenue.com</a></td>
</tr>
<tr>
<td><strong>Shop Bloomingdales.com</strong></td>
</tr>
<tr>
<td>Shop The Latest Designer Fashions at Bloomingdale's. Official Site.</td>
</tr>
<tr>
<td><strong>Coupons &amp; Promotion Codes</strong></td>
</tr>
<tr>
<td>Save now with Discount Codes 20000+ Promo Codes at CouponAlbum</td>
</tr>
<tr>
<td><a href="http://CouponAlbum.com">CouponAlbum.com</a></td>
</tr>
<tr>
<td><strong>J.Crew - Official Site</strong></td>
</tr>
<tr>
<td>Shop the Official Site for quality clothes for her, him, and kids.</td>
</tr>
<tr>
<td><a href="http://www.jcrew.com">www.jcrew.com</a></td>
</tr>
<tr>
<td><strong>Rachel Zoe's Picks</strong></td>
</tr>
<tr>
<td>Check out Rachel Zoe's holiday picks at Piperlime. Free Shipping.</td>
</tr>
<tr>
<td><a href="http://www.piperlime.com/RachelZoe">www.piperlime.com/RachelZoe</a></td>
</tr>
<tr>
<td><strong>Off 5th Saks Fifth Avenue</strong></td>
</tr>
<tr>
<td>Find great deals and save! Compare products, prices &amp; stores</td>
</tr>
<tr>
<td><a href="http://www.Shopping.com">www.Shopping.com</a></td>
</tr>
<tr>
<td><strong>Macy's ® Wedding Registry</strong></td>
</tr>
</tbody>
</table>
Saksfithavenu.com

Sponsored Listings

- **Saks Fifth Avenue**
  Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!
  www.saksfifthavenue.com

- **Shop Bloomingdales.com**
  Shop The Latest Designer Fashions at Bloomingdale’s. Official Site.
  www.Bloomingdales.com

- **Mall Advertising**
  Your One Stop For Mall Advertising With Ad Options At Over 1,000 Malls
  MallAds.info

- **J.Crew - Official Site**
  Shop the Official Site for quality clothes for her, him, and kids.
  www.jcrew.com

- **Local Department Stores**
Sponsored listings

Saks Fifth Avenue
Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!
www.saksfifthavenue.com

saksfifthave Coupons
Get The Latest Coupon & Promo Codes Save Lots On All Your Shopping Now!
www.CouponAlbum.com

Rachel Zoe's Picks
Check out Rachel Zoe's holiday picks at Piperlime. Free Shipping.
www.piperlime.com/RachelZoe

Off Saks 5th Avenue Sale
Huge choice of designer apparel up to 49% off. Visit Saks 5th Ave now!
off-saks-5th-avenue-best-price.com

Crate & Barrel
Shop Crate & Barrel Stores Near You for Classic Designs for Your Home!
www.CrateandBarrel.com
Saks Fifth Avenue
Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!
www.saksfifthavenue.com

Learn About The Nexus One
3.7" Display, 5MP Camera & More From Just $179, Order Today!
www.google.com/phone

L.A.M.B. Shoes at Zappos
Free Shipping Both Ways on L.A.M.B. 365 Day Returns. Huge Selection!
www.Zappos.com

Jos A Bank Gift Cards
60-70% Off Savings Event! Save On Entire Stocks Plus Free Shipping
www.JosBank.com

Custom Plastic Gift Cards
Uniquely Designed to Your Specific Needs. Small or Large Quantities.
www.PlastekCards.com/Gift-Cards

Get Visa Gift Cards
Say 'Thank You' with a Visa Gift Card. Easy Ordering, Low Fees.
www.gift2go.net/GiftCard

Looking to Indulge?
alternative:
pay only when an item is sold
Negotiation Genius

The Book
The Authors
Our Approach
Chapter Descriptions
Reviews
Buy the Book
Contact

HARDCOVER

Buy Now at Amazon
Buy Now at A1Books
Buy Now at Barnes & Noble
Affiliate earns commission if …

- User requests affiliate web site
- User clicks affiliate’s link to merchant \and\ 
- User makes a purchase

→ Merchant can safely partner with anyone?
what can go wrong
SecretShopperxy
Deal Seeker

Re: Points2Shop - Shop For Free at Amazon.com

Quote:
Originally Posted by somerset1106
Are there any other sites like this?? I'm trying to compare em all it's a headache lol.

Ditto. I am still researching some other sites that are similar. If I find out any information I will keep ya posted. In the meantime, I am going to sign up.

Coming to a store near you! Muahaha!!
Advertisers’ Rights

- The right to know where ads are shown
- The right to meaningful, itemized billing
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently
Advertisers’ Rights (proposed)

• The right to know where ads are shown
• The right to meaningful, itemized billing
• The right to use, copy, and control own data
• The right to resolve disputes fairly and transparently
“In reply to your traffic quality complaint –

One of our partners had a subpartner that violated our policies. You were charged $600 for traffic from that subpartner. We will refund you that $600.”

(adapted from an actual reply from an ad network)
Advertisers’ Rights

- The right to know where ads are shown
- The right to meaningful, itemized billing
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently
AdWords API Terms & Conditions

Inputs Fields. The AdWords API Client must not show in the same area of a page, or otherwise visually or functionally associate, any input fields for collecting or transmitting AdWords API Campaign Management Data with the content of Third Parties or input fields for transmitting data to Third Parties. An AdWords API Client must not (a) use the same input field to collect data that will be used for both AdWords and also for a Third Party advertising network, or (b) use input fields which are visually adjacent to input fields for a campaign on a Third Party advertising network.

Functional Separation. Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. Similarly, any information or data used for AdWords must have been collected from an input field used only to collect AdWords Data. For example, the AdWords API Client may not offer a functionality that copies data from a non-AdWords account into an AdWords account or from an AdWords account to a non-AdWords account.

Campaign Management Data Storage. All AdWords API Campaign Management Data must be stored separate from Third Party advertising network data. Additionally, AdWords API Campaign Management Data may not be stored in a manner that is associated (through relational data structures, links or otherwise) with Third Party advertising network data.
Advertisers’ Rights

• The right to know where ads are shown
• The right to meaningful, itemized billing
• The right to use, copy, and control own data
• The right to resolve disputes fairly and transparently
Customer understands and agrees that ads may be placed on any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Customer agrees that all placements of Customer's ads shall conclusively be deemed to have been approved by Customer unless Customer produces contemporaneous documentary evidence showing that Customer disapproved such placements in the manner specified by Google.

Customer understands that third parties may generate impressions or clicks on Customer's ads for prohibited or improper purposes, and Customer accepts the risk of any such impressions and clicks. Customer's exclusive remedy, and Google's exclusive liability, for suspected invalid impressions or clicks is for Customer to make a claim for a refund in the form of advertising credits for Google Properties within the time period required under Section 7 below. To the fullest extent permitted by law, refunds (if any) are at the discretion of Google and only in the form of advertising credit for only Google Properties. Nothing in these Terms or an IO may obligate Google to extend credit to any party.
10 Miscellaneous. The Agreement must be construed as if both parties jointly wrote it, governed by California law except for its conflicts of laws principles and adjudicated in Santa Clara County, California. … Any notices to Google must be sent to Google Ireland Limited, AdWords Program, 1st & 2nd Floor, Gordon House, Barrow Street, Dublin 4, Ireland, with a copy to Legal Department, via confirmed facsimile, with a copy sent via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to Customer may be effected by sending email to the email address specified in Customer's account, or by posting a message to Customer's account interface, and is deemed received when sent (for email) or no more than 15 days after having been posted (for messages in Customer's account interface).
Advertisers’ Rights

• The right to know where ads are shown
• The right to meaningful, itemized billing
• The right to use, copy, and control own data
• The right to resolve disputes fairly and transparently
benedelman.org
more examples, specific infractions, etc.