

Online Advertising Markets: Some Open Questions

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May 16, 2009

Reserve prices

- For any ad to appear
- Per advertiser
- Per keyword
- Per position
- ...

→ Implications for competition

Multihoming

- Why don't all advertisers multihome?

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. [A]n 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.

Multihoming

- Why don't all advertisers multihome?
- How much extra revenue does Google receive by preventing advertisers from multihoming?

Search syndication

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laptop

Search

AOL search
enhanced by Google

Web Results 1 - 10 of about 188,000,000

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www.SonyStyle.com/Vaio[HP Official Store](#)Customizable Notebook PCs starting at \$499.99. Free Shipping!
www.shopping.hp.comMore Offers: [laptop](#), [laptop rental](#), [buy laptops](#), [laptop printers](#)[Shopping Results for laptop](#) - shopping.aol.com[Dell Inspiron Mini 9](#)

Black...

\$279.00

at Dell Home Systems

[Dell Inspiron 15 Notebook](#)

2GHz...

\$449.00

at Dell Home Systems

[HP \(Hewlett-Packard\)](#)

G60-230US...

\$632.52

at CostCentral.com

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The New York Times Search

Go to Advanced Search

Your Search Search Today | Past 7 Days | Past 30 Days | Past 12 Months | All Results Since 1851

All Results | Articles | Multimedia 1-10 of 10,000+ Results Sponsored Links

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www.Microsoft.com/Windows

[Sony VAIO Laptop Computer](#)
Free Shipping & Performance Upgrade With Intel® Centrino® 2 Technology.
www.SonyStyle.com/Vaio

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We Have 9,000+ Computers & More **Laptop+sale** on Sale!
www.NexTag.com/Computers

Personal Tech: Computers
News about computers, including product listings, multimedia and articles published in The New York Times.

[HP Laptops On Sale Now](#)
Save Up To \$354 Instantly. AMD™ Processor. 4.4 out of 5 Stars!
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www.TheFreeLaptopSource.com

[Seeing No Progress, Some Schools Drop Laptops](#)
John Gabriel, 18, left, Jeff Hendel, 17, and Mary Grace Van Ness, 17, used a school-issued **laptop** for fun during lunch at Liverpool High. ...
May 4, 2007 - By WANNIE HU - Education



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Search syndication

- Pricing
- Incentives
- Fraud


about:blank - Microsoft Internet Explorer



File Edit View Favorites Tools Help



Navigation toolbar containing: Back (left arrow), Forward (right arrow), Stop (red X), Refresh (circular arrow), Home (house icon), Search (magnifying glass), Favorites (yellow star), Media (globe icon), Mail (envelope icon), Print (printer icon), and Print Preview (document with pencil icon).

Address  about:blank

Address bar controls: a dropdown arrow, a green Go button with a right arrow, and a Links button with a double right arrow.



mywebsearch™

Search

Google

Ask.com

Yahoo!

[select search provider](#) | [select language](#)

[Search Results](#) | [Images](#) | [News](#)

Search took 0.14 seconds

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[VerizonWireless.com](#)

[Verizon Internet Services](#)

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Online Special - Choose A Free **Verizon** Wireless Phone With Plan
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Change Your Location: Boston

About RCN Webmail Customer Center



FOR HOME

FOR BUSINESS

High-Speed Internet

Digital Cable TV

Phone

Bundles

Special

You must have Flash player and JavaScript enabled.

Check Out What's Playing This Month

MOVIES

PAY-PER-VIEW



See all movies



Get Digital Cable TV & High-Speed Internet

for only \$65.94/mo

Learn More

NFL NETWORK FANS GET RCN

NFL NETWORK IN HD LEARN MORE



Can I go

Please enter

Street Address

City

Check f

Custom

Learn about Boston and

Comcast Business Services

With Comcast Business Class You Save At Least 22% Over Competitors

www.comcastbusinessservices.com

Comcast® High Speed Offer

Get Comcast Internet for Only \$19.99 a Month for 6 Months!

www.comcast.com

High Speed Internet

\$325 Cash Back & Free WiFi Router Comcast High Speed Internet Access

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Internet & TV - \$49/mo

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Road Runner Internet

From \$34.95/Mo. for 12 Months. No Contract. Free Wireless Modem!

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> Internet Security

Compare Cable vs. DSL



Any questions? [Click here](#) or call toll-free customer service: 1-866-WHENU-11

Advertisers (e.g. RCN)

money ↓ **traffic** ↑

Google

money ↓ **traffic** ↑

InfoSpace

money ↓ **traffic** ↑

Nbcsearch

money ↓ **traffic** ↑

Localpages

money ↓ **traffic** ↑

WhenU



Display ads

- Pricing
- Targeting
 - Effectiveness
 - Historical behavior → privacy
 - Deception

You. Only tiny.
Make the smallest group of friends you'll ever have.



Shrink Now **gaia** ONLINE™

cheatcodes.com

Google™ Search

CheatCodes.com Web

Home : Browse Cheats by Game System

Not a Member?

- Member Benefits
- Register (it's free!)

Message Alert

You have **1 message** waiting for you.

OK

Game Links

- CheatCodes Toolbar
- Shop Video Games
- Rent Video Games
- Swap Video Games

Member Tools

- Sign In
- My Personal Folder
- My Game List
- My Public Profile
- Weekly Newsletter
- Submit a Cheat
- Submit a FAQ

Browse Cheats


- Set us as Start Page
- Most Popular
- Game Systems
- Publishers
- Developers
- Game Genres

Game Systems


- All Systems
- Dreamcast

Browse Cheats by Game System

 PS3 Cheats	 PS2 Cheats	 Nintendo Wii Cheats	 XBox 360 Cheats	 XBox Cheats
 PlayStation Cheats	 GameCube Cheats	 PC Cheats	 PSP Cheats	 Nintendo DS Cheats
 Game Boy Cheats	 Game Boy Advance Cheats	 N-Gage Cheats	 Nintendo 64 Cheats	 Dreamcast Cheats

Health: 

Score: 00



PLAY NOW!

Crush Center

2 New Messages
One of your buddies has a crush on you.

(2) New Messages

Sent Messages

New Friend Requests!

PerfSpot

Login / Join Now International:

Home View My Friends Activities

Inbox User Search Upload

Activities

Applications Add cool games, widgets, quotes, horoscopes, and more to your profile page. Check back often, our Application library grows every day!

Mobile Use your mobile device to access your account from anywhere. View/send Friend Requests, check/send your PerfSpot Mail, search members, view profiles pictures and much more! (individual carrier charges may apply)

Games Select from casual games online to downloadable games to play from your desktop. And the best part of all... interact with PerfSpot members as you play!

Pictures Check out millions of public pictures uploaded by PerfSpot members - funny, crazy, sexy, cool...they're all here!

Videos Get lost in the largest archive of video content from everywhere on the internet! Just when you thought you'd seen it all!

Blogs This is YOUR space to freely express YOUR thoughts and ideas with the world!

Within the Groups you will enjoy forums, comments, networking, posting pictures and

Crush Center

2 New Messages
One of your buddies from Milford has a crush on you.

(2) New Messages

Sent Messages

New Friend Requests!

- Open. I'm fine with getting most of the campaigns available.** With this standard profile, creatives will be banned that contain graphic adult material, other prohibited content, and Active X.
- Moderate. I can accept most campaigns users.** We have filtered out many of the creatives with sensitive publishers. Many of these creatives contain crude humor, or other questionable creative content.
- Restrictive. I have a sensitive audience types shown on my site.** Limiting your creatives on your CPM. Based on our experience, though, we will protect the integrity of sites with a sensitive audience.
- Custom. I would like to customize the target**

Customize Media Guard settings below. Checked

Physical

+General

+Language of Offer (default is English)

Deceptiveness

-Physical

[Mimics Windows/Mac/Unix dialog boxes](#)

[False expand/minimize/close buttons](#)

[False web elements \(i.e. pull-down menus, buttons, links\)](#)

[False error messages](#)

[False downloading messages](#)

+Language

Content of Offer

+Sensitive Content



Media Guard



Do you want to block Spam?

Yes

Mimics Windows/Mac/Unix dialog boxes

Creatives that intend to convince the user that they are seeing a genuine dialog box when they are not.

[x] close

- Open. I'm fine with getting most of the campaigns available.** With this standard profile, creatives will be banned that contain graphic adult material, other prohibited content, and Active X.
- Moderate. I can accept most campaigns, but some might not be appropriate for my users.** We have filtered out many of the creative types and offers that are known to cause issues with sensitive publishers. Many of these include suggestive dating ads, distracting images, crude humor, or other questionable creative behavior or content.
- Restrictive. I have a sensitive audience and I want to control the types shown on my site.** Limiting your ad types on your CPM. Based on our experience, the integrity of sites with a sensitive audience is more important than maximizing your CPM.
- Custom. I would like to customize the types of offers shown on my site.**

Customize Media Guard settings below. Check the boxes to enable the settings.

Deceptiveness

-Physical

- [Mimics Windows/Mac/Unix dialog boxes](#)
- [False expand/minimize/close buttons](#)
- [False web elements \(i.e. pull-down menus, buttons\)](#)
- [False error messages](#)
- [False downloading messages](#)

-Language

- ["You have been chosen to win..."](#)
- ["Free" with NO disclosure language](#)
- ["Free" with disclosure language](#)
- [Deceptive or questionably realistic offer](#)

Content of Offer



Media Guard

"Free" with NO disclosure language

An offer for an item that is free, or that uses the word free or other similar language, implying the reader doesn't need to pay for the item. An example of a free offer might be, "Get a free iPod". There is no disclosure language or footnote about any qualifications to the free offer that might require participation on the part of the consumer.

[x] close

Display ads

- Pricing
- Targeting
 - Effectiveness
 - Historical behavior → privacy
 - Deception
- Syndication

*Offer Details

CLICK FOR DETAILS

NISSAN SHIFT confidence

OFFERS LEASES MSRP



You are not logged in. | [Sign up now](#)

username Login

Remember me

Choose Your Sport

NFL Football

GET /ads/282246/KkVQvrJdzzxKjt3p7roifpojxlC7eHly/UvFXkeXkxTHbpLIsZXrt0QFf HTTP/1.1 ...
Referer: http://media.ntsserve.com/servlet/ajrotator/399618/0/vh?ajecscp=1228215400420&z=ntsserve ...
Host: sk8rstv.com ...

HTTP/1.1 200 OK ...

Date: Tue, 02 Dec 2008 10:56:42 GMT

```
<html>
<head><title>-</title><style> BODY { margin: 0; } </style></head>
<body margin="0" marginwidth="0" marginheight="0" leftmargin="0" topmargin="0">
<iframe width="300" height="250" src="/ads/282246?o1=1228215402" noresize scrolling="No"
frameborder="0" marginheight="0" marginwidth="0"></iframe>
<iframe width="1" height="1" src="/ads/282246?o1=1228215403" noresize scrolling="No" frameborder="0"
marginheight="0" marginwidth="0"></iframe>
<iframe width="1" height="1" src="/ads/282246?o1=1228215404" noresize scrolling="No" frameborder="0"
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marginheight="0" marginwidth="0"></iframe>
<iframe width="1" height="1" src="/ads/282246?o1=1228215415" noresize scrolling="No" frameborder="0"
marginheight="0" marginwidth="0"></iframe>

</body> </html>
```

