

# Advertisers' Rights in the Online Economy

# Intro

- Me
- My work with advertisers, agencies, networks
- My work with Microsoft

# Advertisers' Rights

- The right to know where your ads are shown
- The right to know how much each placement costs, how fees are computed
- The right to use your own data as you see fit
- The right to resolve disputes fairly and transparently



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Get cool phones, **Free** WITH NEW 2YR ACTIATION PER PHONE.  
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- ✓ 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](#)

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### 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



Sponsored

**2 Rules To A Flat Stomach: (obey)**



```
→ GET / HTTP/1.1
Host: www.mytoursinfo.com
```

```
← HTTP/1.1 200 OK ...
```

```
<html> ...
<script src="/js/counter.js" type="text/javascript"> ...
<script src="/js/stat.js" type="text/javascript"></script>
...
```

```
→ 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...
```

# Relationships

advertisers



Ad-Flow    Burst    Icon    Rubiconproject    Tribalfusion  
ValueClick / FastClick    Yahoo / Right Media

ad networks

Pointtrip    Fluentcall    Webhotshop    Flafungame    Fitnessan    ...

ad loaders

traffic

Mytoursinfo

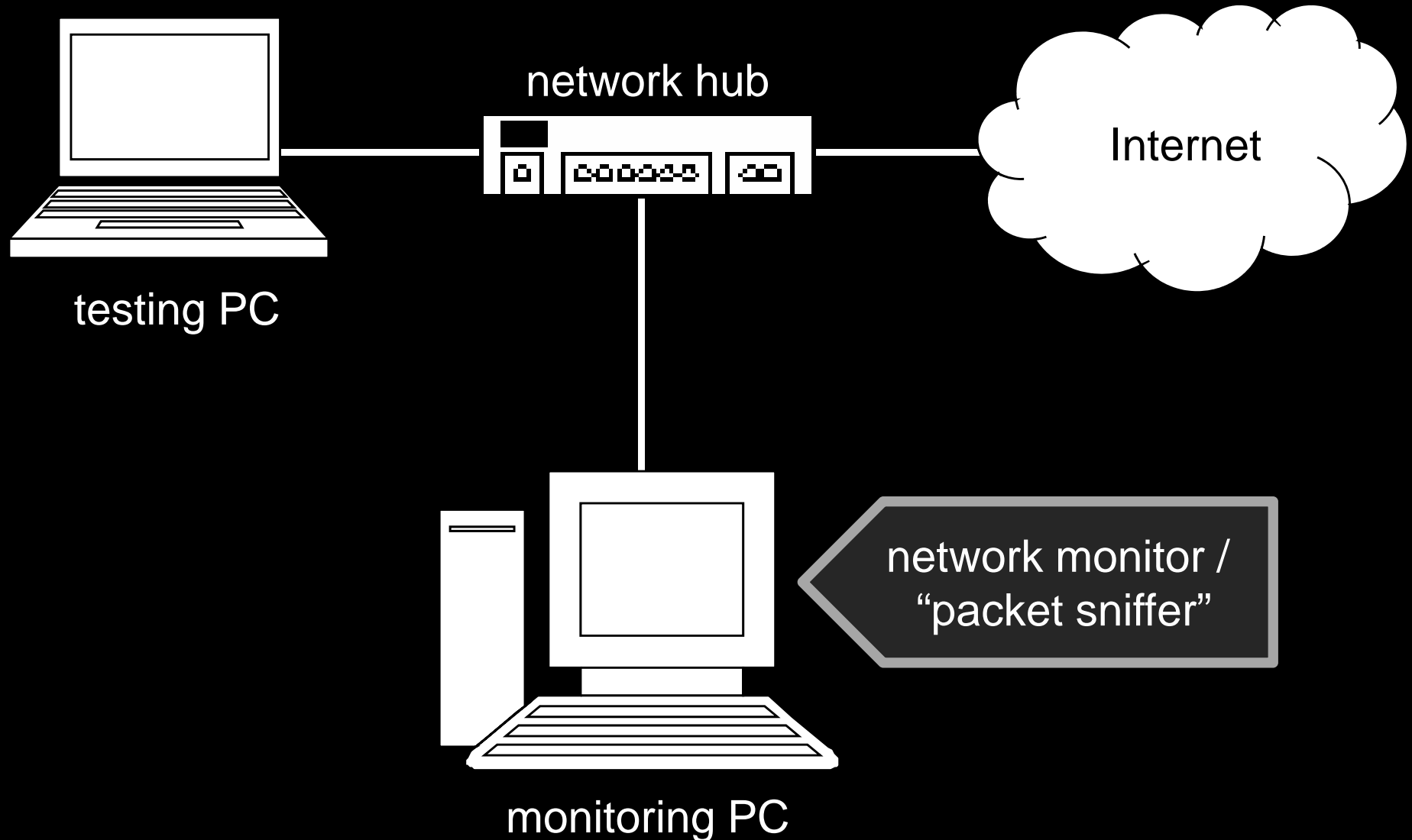
money

traffic loader

Valentine's DAY  
FEBRUARY 14

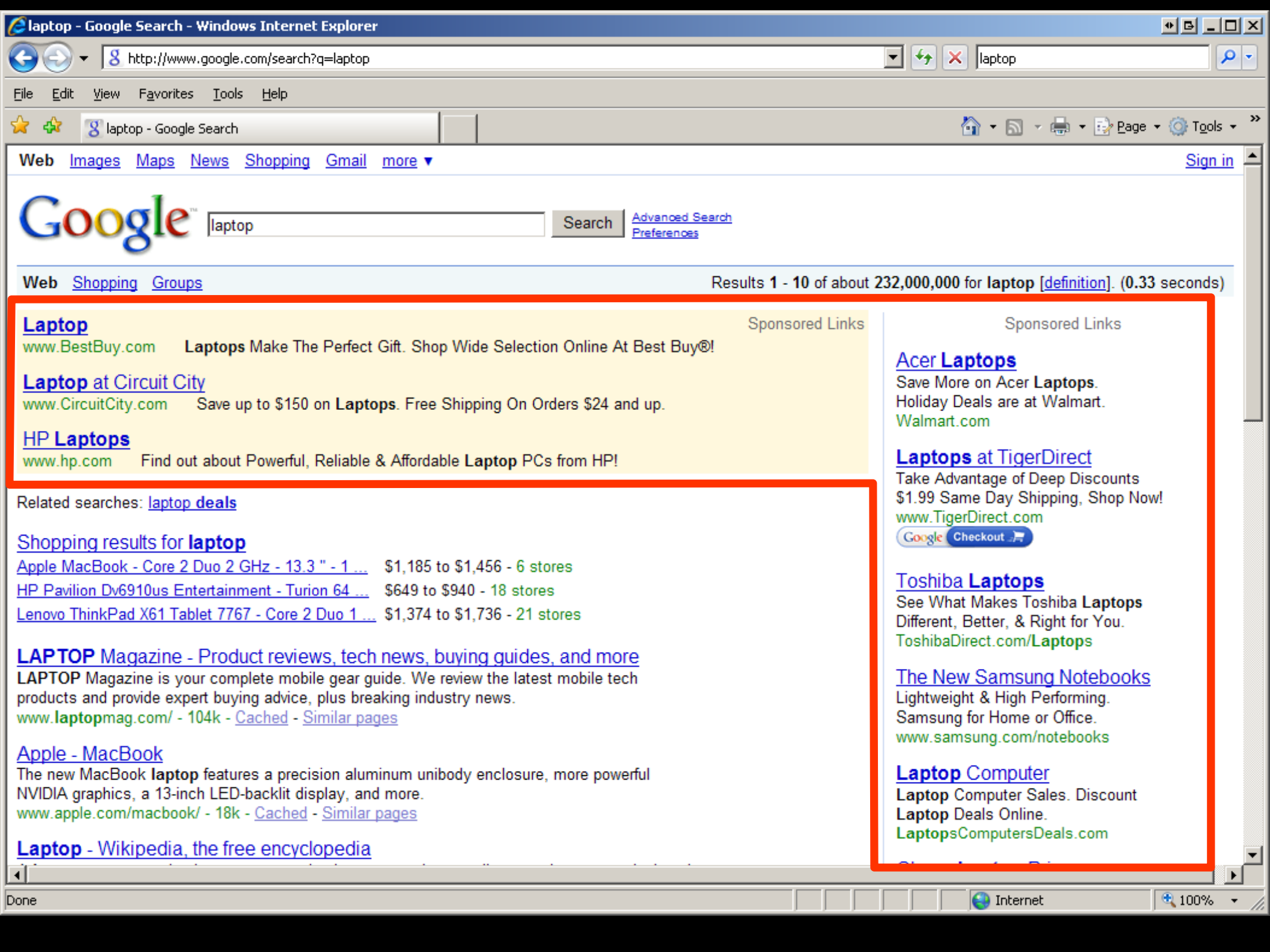
SWAROVSKI

# Investigator's tools



Paying per click





Google laptop Search Advanced Search Preferences

Web Shopping Groups Results 1 - 10 of about 232,000,000 for laptop [definition]. (0.33 seconds)

**Laptop** Sponsored Links  
[www.BestBuy.com](http://www.BestBuy.com) Laptops Make The Perfect Gift. Shop Wide Selection Online At Best Buy@!  
**Laptop at Circuit City**  
[www.CircuitCity.com](http://www.CircuitCity.com) Save up to \$150 on Laptops. Free Shipping On Orders \$24 and up.  
**HP Laptops**  
[www.hp.com](http://www.hp.com) Find out about Powerful, Reliable & Affordable Laptop PCs from HP!

Sponsored Links  
**Acer Laptops**  
Save More on Acer Laptops. Holiday Deals are at Walmart. [Walmart.com](http://Walmart.com)  
**Laptops at TigerDirect**  
Take Advantage of Deep Discounts \$1.99 Same Day Shipping, Shop Now! [www.TigerDirect.com](http://www.TigerDirect.com)  
Google Checkout  
**Toshiba Laptops**  
See What Makes Toshiba Laptops Different, Better, & Right for You. [ToshibaDirect.com/Laptops](http://ToshibaDirect.com/Laptops)  
**The New Samsung Notebooks**  
Lightweight & High Performing. Samsung for Home or Office. [www.samsung.com/notebooks](http://www.samsung.com/notebooks)  
**Laptop Computer**  
Laptop Computer Sales. Discount Laptop Deals Online. [LaptopsComputersDeals.com](http://LaptopsComputersDeals.com)

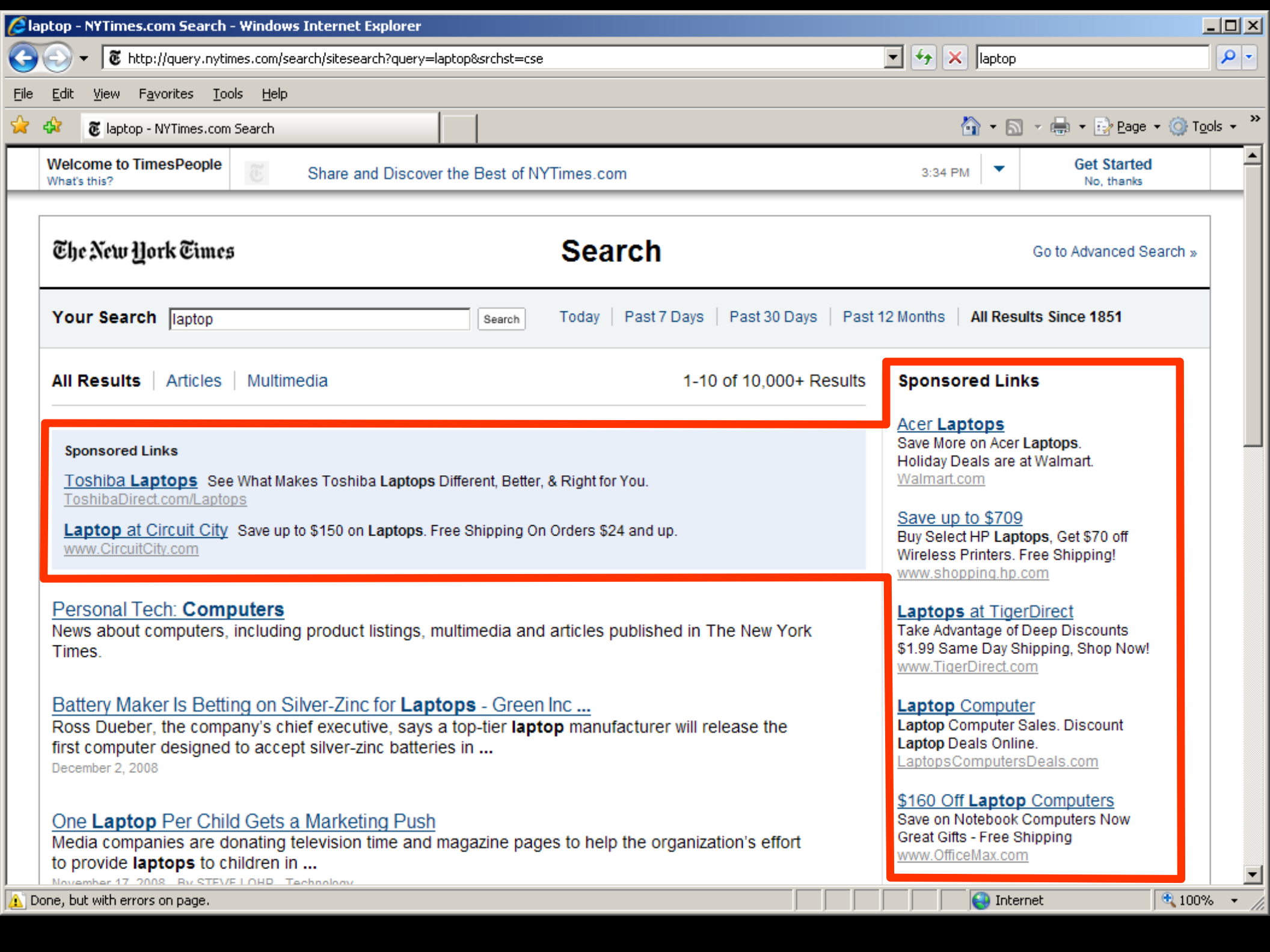
Related searches: [laptop deals](#)

- Shopping results for laptop**  
[Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1...](#) \$1,185 to \$1,456 - 6 stores  
[HP Pavilion Dv6910us Entertainment - Turion 64...](#) \$649 to \$940 - 18 stores  
[Lenovo ThinkPad X61 Tablet 7767 - Core 2 Duo 1...](#) \$1,374 to \$1,736 - 21 stores

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[www.laptopmag.com/](http://www.laptopmag.com/) - 104k - [Cached](#) - [Similar pages](#)

**Apple - MacBook**  
The new MacBook laptop features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.  
[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)

**Laptop - Wikipedia, the free encyclopedia**



Welcome to TimesPeople  
What's this?

Share and Discover the Best of NYTimes.com

3:34 PM

Get Started  
No, thanks

The New York Times

# Search

[Go to Advanced Search >](#)

Your 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

### Sponsored Links

[Toshiba Laptops](#) See What Makes Toshiba Laptops Different, Better, & Right for You.  
[ToshibaDirect.com/Laptops](http://ToshibaDirect.com/Laptops)

[Laptop at Circuit City](#) Save up to \$150 on Laptops. Free Shipping On Orders \$24 and up.  
[www.CircuitCity.com](http://www.CircuitCity.com)

### Acer Laptops

Save More on Acer Laptops. Holiday Deals are at Walmart.  
[Walmart.com](http://Walmart.com)

### Save up to \$709

Buy Select HP Laptops, Get \$70 off Wireless Printers. Free Shipping!  
[www.shopping.hp.com](http://www.shopping.hp.com)

### Laptops at TigerDirect

Take Advantage of Deep Discounts \$1.99 Same Day Shipping, Shop Now!  
[www.TigerDirect.com](http://www.TigerDirect.com)

### Laptop Computer

Laptop Computer Sales. Discount Laptop Deals Online.  
[LaptopsComputersDeals.com](http://LaptopsComputersDeals.com)

### \$160 Off Laptop Computers

Save on Notebook Computers Now Great Gifts - Free Shipping  
[www.OfficeMax.com](http://www.OfficeMax.com)

## Personal Tech: Computers

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

### Battery Maker Is Betting on Silver-Zinc for Laptops - Green Inc ...

Ross Dueber, the company's chief executive, says a top-tier laptop manufacturer will release the first computer designed to accept silver-zinc batteries in ...  
December 2, 2008

### One Laptop Per Child Gets a Marketing Push

Media companies are donating television time and magazine pages to help the organization's effort to provide laptops to children in ...  
November 17, 2008 By STEVE LOHR Technology

# Click fraud

Syndication fraud

Inflating CPC conversion rates



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- No Spyware. No Adware. We take pride in our products!

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Search took 0.14 sec

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Narrow Your Search

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Shop Dell.com For Home & Office PCs & Laptops w/ Intel Technology!  
DELL.com

- [Dell](#)
- [Dell Support](#)
- [Discount Dell Computers](#)
- [Dell History](#)
- [Dell Inc](#)
- [Dell Coupons](#)
- [Used Dell Computers](#)
- [Dell Inspiron](#)
- [Dell Home Page](#)
- [Dell Computer Corporation Profile](#)

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Save on Ink cartridges for 720, 920, 922, 924  
[www.abacus24-7.com](#)

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Fix Errors: your computer: Free Download For your computer:  
[Dell.com.Updates-Fast.com](#)

[Ink Cartridge Ordering](#)  
Find discount printer ink for your Printer Here. Ink & Supplies  
[InkIsland.com/Dell-Supplies](#)

[More...](#)

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FOR HOME

FOR BUSINESS

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Bundles

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You must have Flash player and JavaScript enabled.

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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



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Please enter

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City

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### Custom

Learn about Boston and



### Comcast Business Services

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

[www.comcastbusinessservices.com](http://www.comcastbusinessservices.com)

### Comcast® High Speed Offer

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

[www.comcast.com](http://www.comcast.com)

### High Speed Internet

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

[www.ComcastSpecial.com](http://www.ComcastSpecial.com)

### Internet & TV - \$49/mo

For 6 Months. Free HBO for 3 months Starz just \$6.95/year with RCN!

[www.RCN.com](http://www.RCN.com)

### Road Runner Internet

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

[www.RoadRunnerOffers.com](http://www.RoadRunnerOffers.com)

Change Your Location: **Bost**



# HIGH SPEED INTERNET II

## Home Netw

#### Services & Pricing

> Included Features

> What You Need

#### Extras

> Home Networking

> Internet Security

#### Compare Cable vs. DSL



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

# WhenU-Google Relationship

**Google Advertisers** e.g. RCN

money ↓ traffic ↑

**Google**

money ↓ traffic ↑

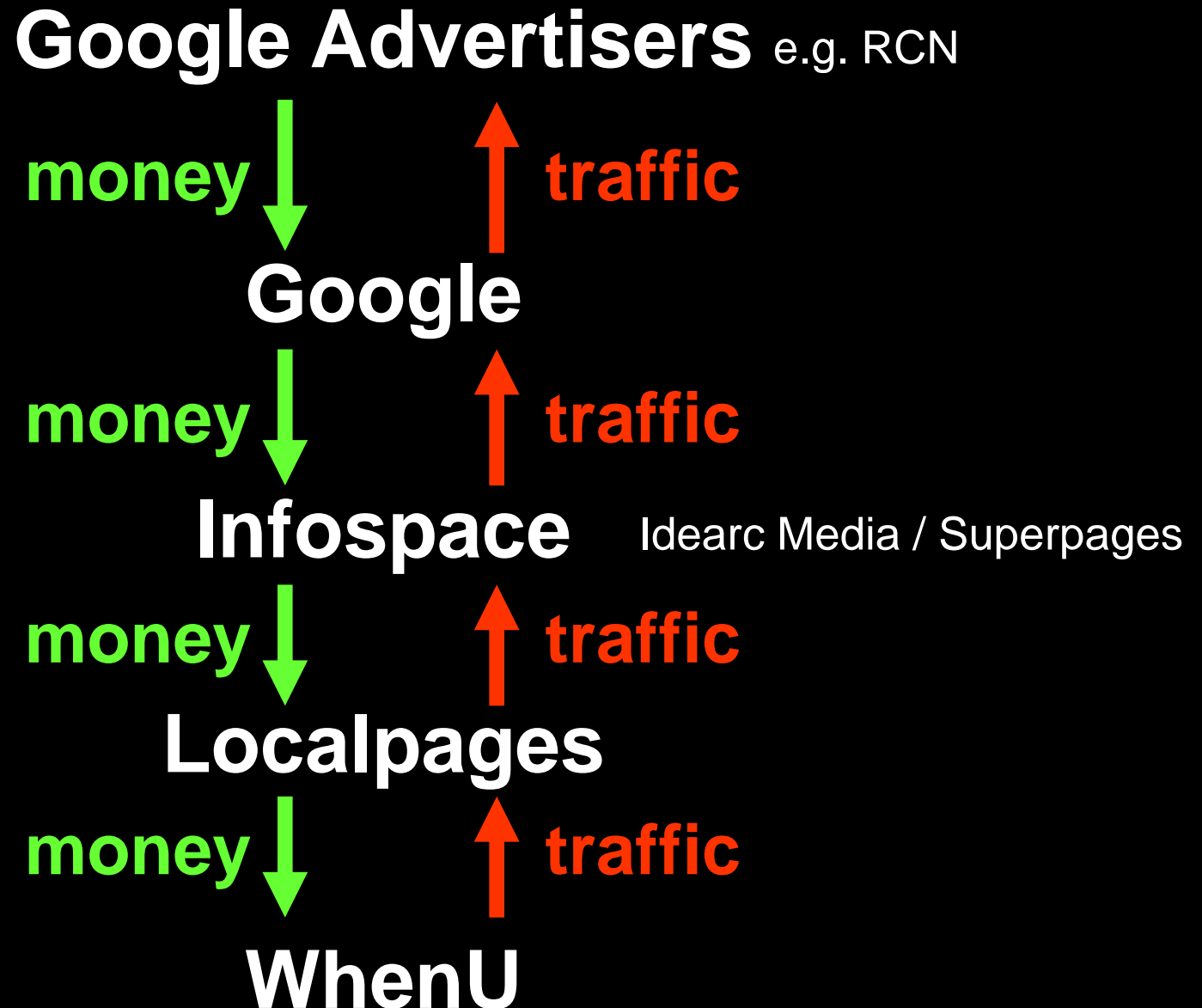
**Infospace** Idearc Media / Superpages

money ↓ traffic ↑

**Localpages**

money ↓ traffic ↑

**WhenU**



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“In reply to your traffic quality complaint –

[network name] (CPC buy):

Situation: 3 instances of spyware traffic

Impact: 306,773 impressions served (106 clicks)

Recourse: Provided a credit for all clicks (\$90)

Actions Taken: Offending partners have been removed from [network name]”

(adapted from an actual reply from a network)

“The AdWords pricing system also ensures that you never overpay: the winning bid is always reduced to one cent more than the next highest competitor's bid.”

-Google AdWords Help

# Other Opacity

- Minimum first-page bid → \$500??
- Claiming ad won't be shown, bid must be raised, when in fact ad is shown just fine.
- Quality score – where does it come from?
- ...

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# 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.

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# AdWords Terms & Conditions

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.

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More examples:  
[www.benedelman.org](http://www.benedelman.org)