













## Guide to Google online ad formats

	Text ad	Local business ad	Image/Flash ad	Click-to-play video ad	In-video ad	Gadget ad
<b>What it is</b>	<p>A basic text-only ad with a headline, a visible URL, and two lines of ad text</p> 	<p>A location-focused ad associated with a business listing</p> 	<p>A static or animated graphical ad</p> 	<p>A static opening image, followed by a user-initiated video of up to two minutes in length</p> 	<p>A Flash overlay that appears within the bottom 20% of a video window</p> 	<p>A customized application delivering an experience similar to that of a website</p> 
<b>When to use it</b>	<p>You want to reach a large audience with a brief, pointed message.</p>	<p>You want to show a geographically relevant message to people when they're seeking information about a specific location.</p>	<p>You want to communicate a simple visual message.</p>	<p>You want to engage an audience with sight, sound, and motion, and track engagement before the click.</p>	<p>You want to reach people engaged with video content.</p>	<p>You want to start a conversation, share content, and provide an interactive experience.</p>
<b>Where you can use it</b>	<p>Google.com Search network Content network FeedBurner</p>	<p>Google Maps Google.com Search network Content network</p>	<p>Content network YouTube FeedBurner</p>	<p>Content network YouTube</p>	<p>Videos on the content network YouTube</p>	<p>Content network YouTube</p>
<b>Ad sizes</b>	<p>One size fits all ad units.</p>	<p>One size fits all ad units.</p>	<p>Banner: 468 x 60 Square: 250 x 250 Small square: 200 x 200 Leaderboard: 728 x 90 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>	<p>Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>	<p>480x70</p>	<p>Banner: 468 x 60 Square: 250 x 250 Small square: 200 x 200 Leaderboard: 728 x 90 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>
<b>Metrics</b>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Video plays Quartile reporting (% of video played) Clicks Impressions Conversions Reach/frequency</p>	<p>Video plays Quartile reporting (% of video played) Video skips Clicks Impressions Conversions</p>	<p>Interactions Mouse-overs Video plays Gadgets added to iGoogle Navigational clicks (within ad) Clicks Impressions Conversions Reach/frequency</p>





## Guide to Google search & content network advertising options

	 <b>Keyword targeting (search)</b>	 <b>Keyword targeting (contextual)</b>	 <b>Category targeting (contextual)</b>	 <b>Placement targeting</b>	
<b>Pricing</b>	CPC	When you want to reach people searching for information on a particular topic	When you want to reach people engaged with pages focused on particular topics.	When you want to drive traffic or conversions from a wide variety of contextually relevant pages	When you place special value on clicks and/or conversions from specific sites or placements
	CPM			When you want to build awareness and engage a broad audience interested in certain types of content	When you want to build awareness and engage a targeted audience in a specific set of environments
<b>Ad formats</b>	Text	When you want to reach a large audience with a brief, pointed message			
	Local business	When you want to show a geographically relevant message to people seeking information about a specific location			
	Image/Flash			When you want to communicate a simple visual message	
	Click-to-play video			When you want to engage an audience with sight, sound, and motion, and track engagement before the click	
	In-video			When you want to reach people engaged with video content	
Gadget	When you want to start a conversation, share content, and provide an interactive experience				







## Guide to Google online targeting options

	 <b>Keyword targeting (search)</b>	 <b>Keyword targeting (contextual)</b>	 <b>Category targeting (search)</b>	 <b>Category targeting (contextual)</b>	 <b>Placement targeting</b>
<b>How to use it</b>	Select keywords to target ads to search results.	Select keywords to target ads to web content.	Select categories to target ads to search results.	Select categories to target ads to groups of web pages with content focused on a specific subject.	Manually select placements on pages, feeds or videos where you want your ads to appear.
<b>When to use it</b>	You want to reach people searching for information on a particular topic.	You want to reach people engaged with pages focused on particular topics.	You want to reach people searching for certain types of content.	You want to reach a broad audience interested in certain types of content.	You want to reach a targeted audience in a specific set of environments.
<b>Where you can use it</b>	Google.com Search network	Content network	YouTube	Content network	Content network Videos on the content network YouTube FeedBurner
<b>Available ad formats</b>	Text Local business	Text Local business Image/Flash Click-to-play video Gadget	Image/Flash Click-to-play video Gadget	Text Image/Flash Click-to-play video Gadget	Text Image/Flash Click-to-play video In-video Gadget
<b>Pricing</b>	CPC	CPC	CPM	CPC CPM	CPC CPM
<b>Metrics</b>	Clicks Impressions Conversions	Clicks Impressions Conversions Video plays Quartile reporting (% of video played) Interactions	Clicks Impressions Conversions Reach/frequency Video plays Quartile reporting (% of video played) Interactions	Clicks Impressions Conversions Reach/frequency Video plays Quartile reporting (% of video played) Interactions	Clicks Impressions Conversions Reach/frequency Video plays Quartile reporting (% of video played) Interactions



## Guide to Google online advertising media

	 <b>Search network</b>	 <b>Google content network</b>	 <b>YouTube</b>	 <b>FeedBurner</b>
<b>Targeting</b>	Keyword targeting (search)	Keyword targeting (contextual) Category targeting (contextual) Placement targeting	Homepage placements Category targeting (search) Placement targeting Contests	Placement targeting (by content channel)
<b>Available ad formats</b>	Text Local business	Text Local business Image/Flash Click-to-play video In-video Gadget	Text Image/Flash Click-to-play video In-video Gadget	Text Image Flash (blog placements only)
<b>Metrics</b>	Clicks Impressions Conversions	Clicks Impressions Conversions Reach/frequency Video plays Quartile reporting (% of video played) Interactions	Clicks Impressions Conversions Reach/frequency Video plays Quartile reporting (% of video played) Interactions Submissions Community metrics	Clicks Impressions
<b>Pricing</b>	CPC	CPC CPM	CPM	CPM
<b>Additional options</b>	Geo-targeting Language targeting Ad scheduling Exclusion (by keyword)	Geo-targeting Language targeting Ad scheduling Demographic information (by placement) Exclusion (by site, category & keyword)	Geo-targeting Ad scheduling Demographic targeting	Geo-targeting Ad scheduling Demographic information (by content channel) Exclusion (by keyword)