

# Selling Digital Advertising

**5 Strategies Publishers Are Using to  
Make Millions Online**

# Digital Advertising Sales Strategies

STRATEGY	CPA	CPC	CPM	DIR	SEA
<b>Sponsor Benefits</b>					
Scarcity	Low	Low	Moderate	Low	High
Exclusivity	Moderate	Low	Moderate	Low	High
Alignment	High	High	Moderate	High	High
<b>Publisher Benefits</b>					
Cost of Sales	Low	Low	Moderate	Low	Moderate
Yield	Low	Low	Moderate	High	High
Fill Rate	High	High	Moderate	High	High
Measurement	High	High	Moderate	Low	Low

# Selling Transactions

## CPA (cost per action)

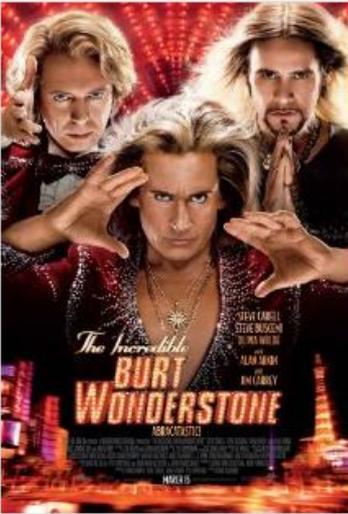


amazonPrime  
TRY IT FREE >



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Movies TV News Showtimes Community IMDbPro Apps [Your Watchlist](#)



### The Incredible Burt Wonderstone (2013)

**PG-13** 100 min - Comedy - 15 March 2013 (USA)

**Your rating:** ★★★★★★★★ -/10  
**5.9** Ratings: 5.9/10 from 18,080 users Metascore: 44/100  
Reviews: 96 user | 210 critic | 35 from Metacritic.com

When a street magician's stunts begins to make their show look stale, superstar magicians Burt Wonderstone and Anton Marvelton look to salvage on their act - and their friendship - by staging their own daring stunt.

**Director:** Don Scardino  
**Writers:** Jonathan M. Goldstein (screenplay), John Francis Daley (screenplay), 4 more credits »  
**Stars:** Steve Carell, Steve Buscemi, Mason Cook | See full cast and crew

[+ Watchlist](#) [Watch Trailer](#) [Share...](#)

 [Watch now](#)  
At Amazon Instant Video

 [Own it](#)  
Buy it at Amazon.com



amazonPrime  
TRY IT FREE >

ad feedback

#### Quick Links

<a href="#">Full Cast and Crew</a>	<a href="#">Plot Summary</a>
<a href="#">Trivia</a>	<a href="#">Parents Guide</a>
<a href="#">Quotes</a>	<a href="#">User Reviews</a>
<a href="#">Awards</a>	<a href="#">Release Dates</a>
<a href="#">Message Board</a>	<a href="#">Company Credits</a>

[Explore More](#)

IMDb.com | Monthly UV: 21,293,903 | Monthly Page Views: 358,320,155 | PR: 8

# Amazon Product Advertising API

## Standard Plan: Volume-Based Advertising Fee Rates\*

Increase your advertising fee rate based on the number of products shipped/downloaded during a given month. When you join the program, your account settings will automatically be configured for the Standard Plan; which pays advertising fees for General Products as a percentage of Qualifying Revenues.

Products Shipped/Downloaded in a Given Month**	Volume Advertising Fee Rates
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

\*These advertising fee rates apply only to "General Products" and are subject to change. See the [Advertising Fee Schedule](#) for complete details.

Plus, you earn a fixed rate on Qualifying Revenues for special product categories.

Product Category	Fixed Advertising Fee Rates
Electronic Products	4.00%
Amazon MP3 Products	5.00%
Amazon Instant Video	10.00%
Game Downloads Products	10.00%
MyHabit.com Products	8.00%
Gift Cards Redeemable on the Amazon Site	6.00%
Gift Cards Not Redeemable on the Amazon Site	4.00%
Magazines	25.00%
Grocery	4.00%
Industrial Products and all products on Amazon Supply.com	8.00%

- Advertise Amazon products on your site
- Access to Amazon's search & review capabilities
- Earn advertising fees when users purchase or download from Amazon
- Customers must click through to Amazon and add item(s) to their cart during the session
- Sales must be completed within 89 days
- Qualifying revenue determined after shipping, taxes, returns, rebates, bad debt

# Selling Clicks

## CPC (cost per click)

Editors' Picks

Explore Topics

Browse Categories



### Was Uncle Sam a Real Person?

How a meat provisioning company, a character named "Brother Jonathan" and a political cartoonist helped inspire this patriotic personification of the United States.

By Robert McNamara

## Capital Ways to Celebrate the 4th

DC parades, festivals, fireworks, concerts, and more.

By Rachel Cooper



VIDEO:

### An Introduction to the Constitution



### What Is the American Dream?

By Kimberly Amadeo

My Blog | RSS



# Sponsored Links

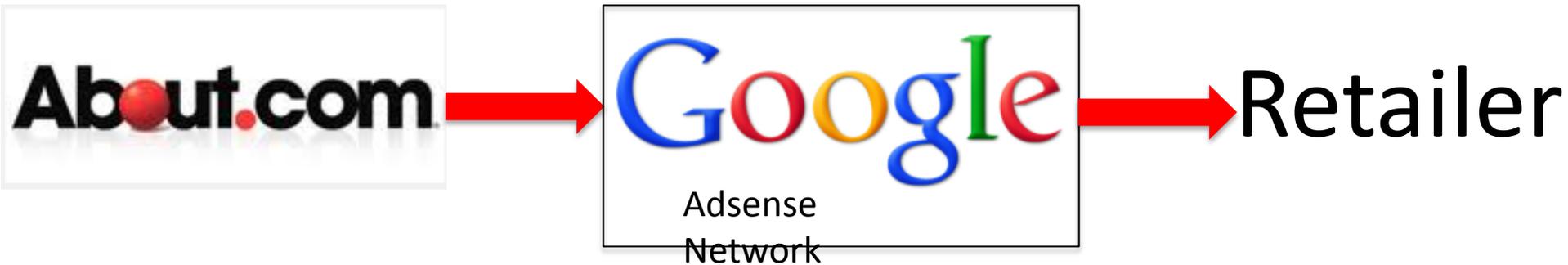
The screenshot shows an About.com article titled "Using Plants for Texture and Form" by Marie Iannotti. The page includes a navigation bar, a search bar, and a sidebar with social media links and a newsletter sign-up. The main content area features a photo of various plants and a Charles Schwab advertisement. At the bottom, there is a section for sponsored links, which is highlighted with a red box. The sponsored links are:

- Make Your Own Potting Mix**  
[www.Scotts.com/MiracleGro](http://www.Scotts.com/MiracleGro)  
Miracle-Gro® Sphagnum Peat Moss. Success Starts with the Soil.
- Hills Raised Garden Bed**  
[www.breezedryer.com](http://www.breezedryer.com)  
New to America Sleek and refined look in your yard
- Plantskydd Deer Repellent**  
[www.Plantskydd.com/Deer-Repellent](http://www.Plantskydd.com/Deer-Repellent)  
Protect landscape garden plants from Deer Rabbit & Vole damage

Another red box highlights the "Sponsored Links" section header and the two bullet points below it:

- Advertise next to relevant content
- served, administered & maintained by Google

# Google AdSense



## Publisher's Revenue Share

AdSense for Content – 68%

AdSense for Search – 51%

Google earned \$12.5B in AdSense revenue for 2012

# Selling Impressions

## CPM (cost per 1000)

013 Log in | Sign up

**New Posts** +20 posts this hour | **Most Popular** 2013 Grammy Winners | **Lists** Most Promising Companies | **Video** Cost Of Super Bowl Ads | Search companies, people

**CIO Network**  
INSIGHTS AND IDEAS FOR TECHNOLOGY LEADERS.  
[+ Follow](#) (466)

TECH | 12/18/2012 @ 6:52PM | 3,316 views

## 5 Supply Chain Predictions For 2013, The Year Of The Network

 **Eric Savitz**, Forbes Staff  
[+ Comment Now](#) [+ Follow Comments](#)

**Guest post written by Mark Woodward**

*Mark Woodward is CEO of E2open, a provider of supply chain management software and services.*

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**Most Read on Forbes**

[NEWS](#) [People](#) [Places](#) [Companies](#)

Forbes.com | Monthly UV: 10,715,618 | Monthly Page Views: 60,021,360 | PR: 8

# 2013 Digital Advertising Rate Card

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH (SECS)	LOOPS	MAX SIZE (GIF/JPG)	MAX SIZE (FLASH)	RATE (CPM)
<b>Pushdown</b>	[ 970 x 418 ] opens for seven seconds to display an advertisement then rolls up to [ 970 x 66 ] (needs to include a close button)	3rd Party tags only	:30	3	100k (Z-Index 999 or less)	100k	\$149.00
<b>Leaderboard/ Billboard</b>	[ 728 x 90 ] [ 970 x 90 ] [ 970 x 250 ]	.gif, Flash, Rich Media, 3rd Party/HTML	N/A	3	20k (Z-Index 999 or less)	40k	\$136.00
<b>Rectangle</b>	[ 336 x 280 ] [ 300 x 250 ]		:30	3	25k (Z-Index 999 or less)	40k	\$136.00
<b>Half Page</b>	[ 336 x 850 ] [ 300 x 600 ]		:30	3	75k (Z-Index 999 or less)	100k	\$222.00
<b>Logo (creative may include "Sponsored by" text and should be transparent)</b>	[ 120 x 40 ]	.gif, .png or .jpg and click url	static	static	2k	2k	\$11.00
<b>Native Video* (Long Form Video)</b>	[ N/A ]	YouTube video URL(s)	Unlimited	User-initiated views	[ N/A ]	[ N/A ]	\$10 Cost Per View (CPV)
<b>:15 sec Intro &amp; Pre-roll</b>	[ N/A ]	beta tape or electronic MPEG, quicktime, or avi	1-15	[ N/A ]	[ N/A ]	[ N/A ]	\$136.00
<b>:30 sec Pre &amp; Post-roll</b>	[ N/A ]		1-30	[ N/A ]	[ N/A ]	[ N/A ]	\$136.00
<b>Welcome Ad</b>	[ 640 x 480 ]	.swf, .gif or .jpg, and click url. Must include the following action-script in .swf file: on (release) { URL(clickTag, "_blank"); }	:10	[ N/A ]	75k	75k	\$222.00

# Selling Listings

## DIR (directory)

# Mediabistro.com



FIND YOUR PERFECT HIRE  
POST YOUR JOBS ON THE MEDIABISTRO JOB BOARD

POST A JOB

[SIGN IN OR SIGN UP](#) | [EMPLOYERS](#) ▼

mediabistro® the pulse of media

search mediabistro

HOME SOCIAL MEDIA ADVERTISING & PR TV & VIDEO PUBLISHING DESIGN TECH **JOBS** EDUCATION EVENTS RESEARCH

HOME > JOB LISTINGS

## JOB LISTINGS

### SEARCH TOOLS

[Your jobs »](#)

[Your Saved Searches »](#)

ONLINE/NEW MEDIA X

SAVE THIS SEARCH ▼

### Keyword

e.g. social media

### Location

City, State, or Zipcode

REFINE SEARCH

TODAY

**SF Restaurant Sales & Partnerships Manager**  
BlackboardEats, San Francisco, CA

TODAY

**News Editor**  
Broadway.com, New York, NY

TODAY

**News & Multimedia Editor**  
Global Custodian, New York, NY

TODAY

**UI Designer, Digital Product Design**  
DIRECTV, El Segundo, CA

1-50 out of 472 jobs

FULL TIME

FULL TIME

FULL TIME

FULL TIME

FIND YOUR PERFECT HIRE  
Join leading media companies in recruiting top talent.

POST A JOB

Easy to Post.  
Guaranteed to Work.

### MB OFFERS

ONLINE COURSE

Travel Writing



Mediabistro.com | Monthly UV: 422,626 | Monthly Page Views: 1,425,306 | PR: 7

# Directory Revenue

## Post A Job Risk Free

Mediabistro is the #1 destination for media industry pros.

We have the audience you are looking to reach: active job seekers and passive candidates attracted by our unique mix of news, in-person events, and online courses and conferences. [View satisfaction guarantee »](#)

### Job of the Day

Maximum exposure plus a 30-day posting to attract top candidates in no time ([more info](#))

- ✓ Full day at the top of the Job Board (45,000+ page views a day)
- ✓ Featured in our Daily Media News Feed email (170,000+ subscribers)
- ✓ Full day placement on the Homepage (20,000+ page views a day)

**\$579**

[Start Posting »](#)

### Standard Job Posting

30-day posting with full Employer account tools to manage your recruitment efforts ([more info](#))

- ✓ Unlimited job edits to assist your recruitment efforts
- ✓ Manage candidate response with Employer inbox tools
- ✓ Personalized and responsive help when you need it

**\$279**

[Start Posting »](#)

**Est. Annual Directory Revenue: 472 listings x \$279/mo x 12mos = \$1.58M**

# Selling Sponsorships

# 3 Characteristics of the SEA Method



**Scarcity**

**Exclusivity**

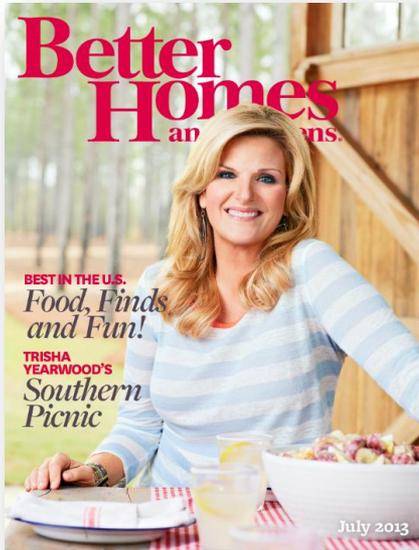
**Alignment**

# Scarcity

The screenshot displays the BHG.com website interface. At the top, there is a navigation bar with links for help, blogs, newsletters, big products, free offers, sweepstakes, subscribe, and join now. The main header features the 'Better Homes and Gardens' logo, a promotional banner for 'Get a FULL YEAR JUST \$10', and a search bar. Below the header is a green navigation menu with categories like 'recipes & cooking', 'decorating & home ideas', 'gardening', 'entertaining', 'holidays', 'health', 'magazine', 'pets', 'videos', and 'shop'. A secondary menu lists sub-categories such as 'desserts', 'healthy recipes', 'chicken', 'slow cooker', 'quick & easy', 'party recipes', 'new recipes', 'food blog', and 'see all'. A large red banner for 'CHEEZ-IT BIG' is prominently displayed, with the slogan 'TWICE AS BIG MEANS MORE REAL CHEESE'. The main content area is titled 'Healthy Summer Recipes' and includes a sub-header 'Celebrate the season with our best summer recipes, including easy salads and quick grilling ideas. The best part? These summer recipes are all less than 400 calories, which makes it easy to stick to your beach-season diet.' The author is identified as 'By Katrina Widener'. Below the text are social media sharing icons for Facebook, Twitter, and LinkedIn, along with 'save', 'print', and 'comments' buttons. A large image of a 'Grilled Chicken Salad' in a wooden bowl is shown, accompanied by a small glass of dressing. To the right of the image, the recipe title 'Grilled Chicken Salad' is followed by a brief description: 'Full of grapes, goat cheese, chicken, and fresh greens, this healthy salad recipe fulfills four of your necessary food groups. Need a last-minute meal idea? Use last night's leftover grilled chicken to pull this dinner together in minutes.' Below the description are the recipe details: 'Grilled Chicken Salad', a 4-star rating, 'Makes: 4 servings', 'Prep: 20 mins', 'Grill: 12 mins', and 'Stand: 1 hr'. There is a 'save to recipe box' button. A small section titled 'Get delicious slow cooker recipes!' features another 'CHEEZ-IT BIG' banner. At the bottom, there is a 'most popular searches' section with links like 'perfect party foods', 'inspiration your kitchen', 'NEW recipes from the designers', 'chicken recipe finder', 'shop top picks from the magazine', 'maximize your cut!', and 'KIM's once a day'. A 'more smart savings' link is also present.

BHG.com | Monthly UV: 4,256,286 | Monthly Page Views: 85,620,676 | PR: 6

# Selling Position-Based Advertising



Front cover



Back cover

Inside front cover spread



Inside back cover spread



# Exclusivity



**VIDAY SALUD™**  
EN LÍNEA CON LA DRA. ALIZA™

Ayuda a mejorar tu salud bucal.

APRENDE CÓMO, HOY ►►



Nuestro patrocinador

Portada | Salud de A a Z | Remedios Naturales | Recetas Saludables | Mayo Clinic | Reportes Gratis | Grupos de Apoyo | Dra. Aliza

Inicio | Navegar por Temas | Archivo de Artículos | Boletines Quincenales | RSS | Colaboradores | Sobre Vida y Salud

**Artículos Sobresalientes** · 11 de julio de 2013



### Las dietas de desintoxicación: ¿funcionan o no?

Seguir Leyendo... ►





### ¡No te pierdas este reporte gratis sobre la Diabetes Mellitus!

Toma control de tu salud. Actúa ahora para obtener inmediatamente la descarga gratuita del reporte, *7 Cosas Que Debes Saber de la Diabetes Mellitus*.

Simply introduce tu correo electrónico y haz clic en el botón de abajo. Te enviaremos un enlace para bajar tu copia gratis de este importante reporte.

Introduce tu Dirección de Correo Electrónico  [¡Sí, quiero mi reporte gratis! ►](#)



Playlist: Salud General (42 videos)

0:00



### Llegan el 1ero de octubre.

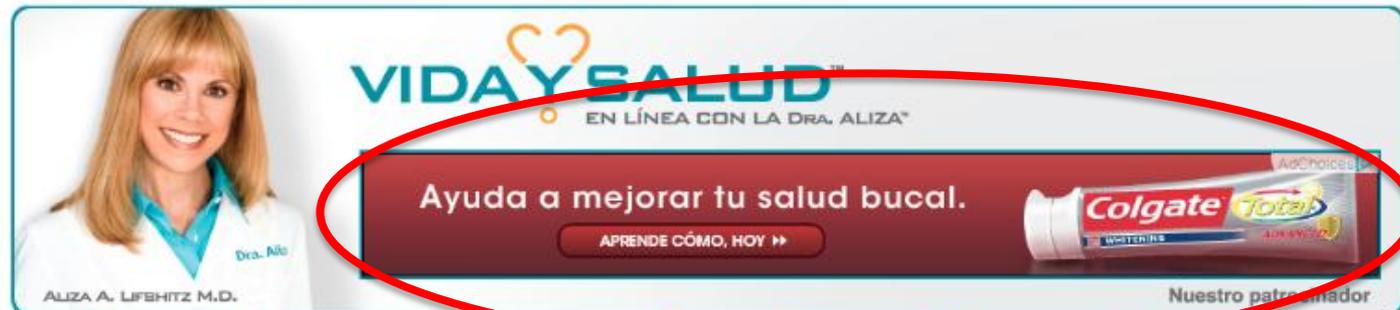
Aprende más en [cuidadodesalud.gov](http://cuidadodesalud.gov)

Mercedo de Seguros Médicos

**Reportes Gratis**

- 10 Beneficios del Sexo Para la Salud
- 7 Cosas Que Debes Saber de la Diabetes Mellitus

# Exclusive Channel Sponsorship



**VIDA Y SALUD™**  
EN LÍNEA CON LA DRA. ALIZA\*

Ayuda a mejorar tu salud bucal.

APRENDE CÓMO, HOY >>

Nuestro patrocinador

- Portada
- Salud de A a Z
- Remedios Naturales
- Recetas Saludables
- Dieta Saludable
- Reportes Gratis
- Comunidad de Apoyo
- Dra. Aliza

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### Artículos Sobresalientes • 9 de julio de 2013



## Qué es la gingivitis y cómo evitarla desde la niñez

[Seguir Leyendo... >](#)



5. Pasta de dientes

Playlist: Diabetes (23 videos)

0:00



### ¡No te pierdas este reporte gratis sobre Sexo Para la Salud!

Toma control de tu salud. Actúa ahora para obtener inmediatamente la descarga gratuita del reporte, *10 Beneficios del Sexo Para la Salud*.

Simplemente introduce tu correo electrónico y haz clic en el botón de abajo. Te enviaremos un enlace para bajar tu copia gratis de este importante reporte.



Ayuda a mejorar tu salud bucal.

APRENDE CÓMO, HOY >>

# Vida Sponsor Benefits

- **Channel home page – all ad units**
- **Channel article pages – all ad units**
- **Channel video sponsorship**
- **Channel email sponsorship**
- **Custom marketing services**

# Alignment


The Motley Fool  
To Educate, Amuse & Enrich™

Home
My Fool
How To Invest
Investing Commentary
CAPS Community
Retirement
Boards
Fool Store

[All Fool Headlines](#) | 
 [Motley Fool Funds](#) | 
 [Fool Military](#) | 
 [About The Motley Fool](#)

**My Watchlist** Track the companies that matter to you. It's FREE! Click one of these fan favorites to get started: [Apple](#), [Google](#), [Ford](#)



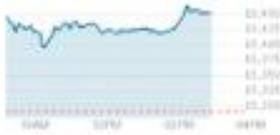
## 3 Companies That Warren Buffett Should Buy Next

Here are three companies Fool analyst Sean Williams thinks would be a perfect fit for Berkshire Hathaway. [more »](#)

**Top Stories** updated 02 minutes ago

- Thursday's Top News Headlines
- NEWS: Mortgage Rates at 2-Yr High
- NEWS: Justice Claims Up 4.7%
- NEWS: Robot Wins \$30M Army Contract
- Why Buffett's Gifts Will Only Get Bigger
- 1 Inevitable CEO: KLA-Tencor
- Stum, Rogers' New Plans a Bad Idea?
- Trying "American-Made" Oil for Gas
- 3 Stocks to Get on Your Watchlist
- Aloud a Believer... for China?

**Today's Market**



DOW	19,885.72	174.92	+0.88%
S&P 500	1,814.31	22.22	+1.25%
NASDAQ	3,577.61	52.35	+1.49%



**Latest Buzz**

- [Some Morning Cartoons by Dary Larson.](#)  
1 minute ago
- [Is eBay Destined for Greatness?](#)  
2 minutes ago
- [The Carbon Bubble and Disappearing Value](#)  
5 minutes ago
- [Jessica Lohy published an article: 1 More Reason Life Insurers May Need Damage Control](#)  
5 minutes ago

**Motley Fool vs. S&P 500**

Our Service	Our Returns	S&P 500
Stock Advisor	143.67%	37.61%
Hedge Gains	48.34%	118.50%
Rule Breakers	59.27%	28.51%
Income Investor	28.31%	17.31%
Inside Value	38.03%	17.27%
Motley Gutter Portfolio	19.25%	18.49%
Pro	63.32%	-9.20%

Compare All Services

www.fool.com/fool-vs-s-p-500

**Featured Columnists**

-  [Morgan Housel: You're Doing It Wrong: 4 Mistakes That Make Everyone a Bad Investor](#)
-  [Jim Mueller: Real Money Stock Pick: Freeport-McMoran Copper & Gold](#)
-  [Alyce Lomas: CEOs With the Most Touch](#)
-  [Dan Caplinger: Why So Many Investors Lose With Options](#)

Fool.com | Monthly UV: 7,858,881 | Monthly Page Views: 36,877,200 | PR: 7


MEQUODA  
Helping Publishers Create Profitable Websites

# Aligning Advertising with Content

The screenshot shows the website for The Motley Fool, with the tagline "To Educate, Amuse & Enrich". The navigation bar includes links for Home, My Fool, How To Invest, Investing Commentary, CAPS Community, Retirement, Boards, and Fool Store. A search bar is located in the top right corner.

The main content area is titled "Retirement" and features several articles and advertisements. A red oval highlights a banner at the top of the retirement section that reads "Get the facts on annual IRA contribution limits." with a "Get info from Vanguard" button. Below this, there are three article teasers: "This Bond Investment Has Some Smart Benefits", "The Simple Path to Retiring Rich", and "The Perfect Way to Save for Retirement".

At the bottom of the retirement section, there are four featured topics: "13 Retirement Steps", "IRAs", "401(k)s, Etc.", and "Asset Allocation". A second red oval highlights another banner on the right side of the page that also reads "Get the facts on annual IRA contribution limits." with a "Get info from Vanguard" button. A third red oval highlights a third banner at the bottom right that says "No pen required. Open a Vanguard IRA® online. 15 minutes, no paperwork." with an "Open a Vanguard IRA" button.

Small text at the bottom of each advertisement reads: "© 2012 The Vanguard Group, Inc. All rights reserved. Vanguard Marketing Corporation. Member SIPC." The Vanguard logo is also present in each advertisement.

# Thank You