

# Getting Started Program Guide for Gay Ad Network / Lesbian Ad Network Publishers



*This document provides an overview of our technology platform and step-by-step instructions for getting started. It is intended only for approved Gay Ad Network / Lesbian Ad Network publishers.*

Proprietary & Confidential  
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## Welcome to Gay Ad Network / Lesbian Ad Network

Congratulations for joining Gay Ad Network / Lesbian Ad Network. We are excited to have the opportunity to represent your web site as your sales agent. The operating principle behind Gay Ad Network / Lesbian Ad Network is to be the most transparent, open and fair online advertising program available for publishers serving the gay and lesbian market.

Our sales team works with national advertisers and top agencies to build national ad campaigns. Once you set up your ad spaces, your site will officially become part of our network.

This program guide is designed to help you create and install ad tags onto your site, so that you can begin to display ads and start generating revenue.

### STEP 1. Prerequisites

Gay Ad Network / Lesbian Ad Network uses the Adify ad server to deliver ad campaigns. The Adify system makes it easy for publishers to review ad campaigns and track revenue performance. Before setting up your ad spaces, you need to become a member of Gay Ad Network and set up an account in the Adify system. If you have already joined and have been approved, skip to STEP 2 on the next page.

- 1.** To join Gay Ad Network or Lesbian Ad Network go to:  
<http://www.gayadnetwork.com/terms>
- 2.** Click to "Accept These Terms"
- 3.** Apply to Join Gay Ad Network / Lesbian Ad Network by filling out the form at:  
<http://app.adify.com/MemberPages/ApplyToNetwork.aspx?networkId=692910>
- 4.** Provide information about yourself and choose your member name and password. This will be used to sign into the Adify system later when you configure your site.
- 5.** Fill out the Application Form with details about your site audience and traffic.
- 6.** Once your site is accepted onto Gay Ad Network / Lesbian Ad Network, you will receive a confirmation and you can begin the configuration process defined below.

Our customer support team is happy to help weekdays from 8AM - 8PM EST.  
Call us toll free at 877-462-3439 or from outside the USA at +1 650 392 6200.

## STEP 2. Setting Up Your Ad Spaces

1. Sign in to your Adify account at <http://my.gayadnetwork.com>.
2. Click the **Sites** link in the navigation at the top of the page.
3. Click on the **[create ad spaces]** button.

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Sell Reports Account

Dashboard | Sites | Media Buy Review | Get Ad Tags

### Create Ad Spaces for Mark's Site

Create one or more ad spaces below for your site. Name and describe your ad space for potential advertisers. This information will appear in your site's storefront. Note that CPM and CPC pricing is determined by Adify's marketplace of bidders.

Ad space		Delete ad space			
<b>Name</b> Run of Site	<b>Type</b> <input checked="" type="radio"/> Image & Rich Media <input type="radio"/> Text	<b>Domain name</b> http://www.site.com <small>The domain of the page(s) where you will implement this ad space (i.e. www.sonomacycle.com or sparta.sonomacycle.com). Note that the ad tag code will be deactivated if the domain name entered here is different from the domain of the URL where the ad tag is placed.</small>	<b>CPM Price</b> US price Rate card \$ 4.00 Minimum \$ 0.25	<b>Non-US price</b> Rate card \$ 2.00 \$0.01 USD Minimum \$ 0.10 \$0.01 USD	<input checked="" type="checkbox"/> Open all click-throughs in a new window <input type="checkbox"/> Enable third-party tracking (advanced) <small>Allow another ad server to track clicks from this ad tag by entering the click tracking macro for that server. <a href="#">Learn more.</a></small>
<b>Description</b> This ad appears on all pages of the site Remaining: 360	<b>Size</b> Medium Rectangle (300x250) <a href="#">edit</a>	<b>Page position</b> Center <small>The position of this ad space on your site's pages</small>	<b>CPC Price</b> US price Rate card \$ 2.00 Minimum \$ 0.25	<b>Non-US price</b> Rate card \$ 1.00 \$0.01 USD Minimum \$ 0.25 \$0.01 USD	

[add another ad space](#)

[Cancel](#) [Save](#)

4. Create a Name and Description such as *"Run of Site Placement"* -- *"This ad appears above the fold throughout the content sections of the site."*
5. For Type choose **Image & Rich Media**. Gay Ad Network promotes the use of the IAB Standard Image Ad Unit sizes **300X250**, **728X90**, and **160x600**. Supporting these ad sizes on your site will generate more revenue for your site. Please limit placement to a maximum of one (1) per ad size per page.
6. Set your CPM (cost per 1000 impressions) rate card (published) and minimum rate (unpublished). A good rule of thumb is to set the CPM at or above the current CPM you are receiving for this Ad Space via your redirect advertising source such as Google. You can always go back and change your pricing later. We suggest a rate card of \$3.00 to \$6.00 and a minimum CPM price of \$0.25 to \$0.50.
7. Gay Ad Network will then generate the ad tag that you then need to place on your web site. Ads will begin running on your site within 30 minutes of setup.

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- Repeat these steps for each ad space on your site. For larger sites, we suggest tagging the ads on your home page with unique ad spaces that are different from the ad tags on your other pages. This will allow us to offer advertisers a “home page takeover”.

### SUGGESTED RATE CARD CPM PRICING

<i>Ad Space</i>	<i>Suggested Rate Card</i>	<i>Suggested Minimum</i>
728x90	\$2.50 CPM	\$0.25 CPM
300x250	\$2.50 CPM	\$0.25 CPM
160X600	\$2.50 CPM	\$0.25 CPM

### MINIMUM CPM PRICE EXAMPLE:

Joe, a participant in Gay Ad Network, earns an effective CPM (eCPM) of \$0.15 through Google AdSense in his 160x600 Ad Space. He sets his rate card at \$3.00. He optimizes this space by placing his Google AdSense tags into his Gay Ad Network account as a “redirect ad” and defines the value of this at \$0.16. He then inserts his Gay Ad Network tags on his site to replace the Google AdSense tags. Gay Ad Network campaigns will begin to flow to the site. Google AdSense ads will continue to show up when Gay Ad Network has not sold the inventory above the minimum CPM threshold.

## STEP 3. Adding Your Redirect or Default Ads

These ads will appear when there is no paid advertising available at a CPM rate above your minimum rate or if the active campaigns have reached frequency caps set by the advertiser. Most of our publishers have Google AdSense™ or other remnant ad provider relationship. We recommend using your remnant ad provider for your Redirect / Default Ads. If you do not set up Default Ads, we will serve our own Default Ad. Our Ad server will always show some ad in your Ad Space. To set up a Default Ad, follow these steps:

- Click the **Sites** link in the navigation at the top of the page.
- Click the check box next to the Ad Space that you want to configure.
- From the pull down menu **edit selected ad spaces**, choose **Manage unsold inventory**.
- Select **Redirect to another service provider** (or upload your default ad).

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- Obtain the ad tag for the other ad service provider (e.g. like Google or AdBrite). This ad tag may be Javascript, IFRAME, or any other format provided by your ad network. This ad tag can contain a rotation of any type of ads (text, image, or Rich Media formats), but each ad must be of the same size (e.g. 300x 250) as the Ad Space you are configuring.
- Name the redirect (e.g. Google) and enter the tag from your ad service provider.

Note: Your redirect or house ad is not reviewed to ensure correct functionality, and it may take up to 24 hours for the redirect or default ad to appear on your site.

**Redirect to Another Provider** ✕

Redirect your ad spaces to another ad provider by pasting in the ad provider's ad tag below.

<b>Size</b>	Leaderboard 728x90	
<b>Name</b>	<input style="width: 95%;" type="text"/>	
<b>Ad tag</b>	<div style="border: 1px solid #ccc; height: 150px; width: 95%;"></div>	<p>Example redirect to third party:</p> <pre>&lt;!-- begin AD PROVIDER TAG for PUBLISHER Leaderboard 728x90 --&gt; &lt;script type="text/javascript"&gt;&lt;!-- ad_width = 728; ad_height = 90; //--&gt; &lt;/script&gt; &lt;script type="text/javascript" src="http://adprovider.com/ads.js"&gt; &lt;/script&gt; &lt;!-- end AD PROVIDER TAG --&gt;</pre> <p>Example redirect to custom HTML page:</p> <pre>&lt;iframe src="http://mysite.com/ad.html" /&gt;</pre>

## STEP 4. Reviewing Your Media Buys

You can review every ad that runs on your site manually or set up keywords and domains to reject ads automatically that you do not want to appear on your site. You can reject and un-reject ads at any time, even if they're live on your site.

- Click the **Sell** tab.
- Click the **Media Buy Review** link in the navigation bar.
- You can review, accept, and reject pending media buys for your site. Also view currently running, previously accepted, and previously rejected media buys. Note that you can change the status of a media buy at any time and you can also review, accept, and reject individual ads in each media buy.

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## STEP 5. Setting up Your Site Options

1. Click the **Sell** tab.
2. Click the **Sites** link in the navigation bar.
3. From the pull down menu **Edit site**, choose **Edit site options**. CPM and CPC should be enabled to allow your site to participate in the greatest number of campaigns.
4. Select **“Auto-Accept”** to allow media buys to be automatically pushed live on your site. If you want to review media buys before the go live, choose **“Review”**. If you choose to review your media buys, you will have 24 hours to do so. Media buys that are left in your pending queue for over 24 hours may be automatically accepted. You always have full control to reject an active campaign, or accept a campaign that you previously rejected.

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### Set Options

Enter the pricing and ad review settings for your site. Default ad and price settings can also be tailored by ad space.

#### Pricing

With Adify, you can sell your ad spaces by CPM or CPC. The more pricing options you offer, the more attractive your site will be to advertisers. Note that all buys below your set prices will not run on your site. You can view and accept these underpriced buys manually through your account.

Sell ad spaces by CPM  
 Sell ad spaces by CPC

#### Domestic Market

Adify allows you to set custom rate card and minimum prices for your domestic and international ad inventory. Choose a domestic market for your site:

#### Media Buy Review

Choose your media buy review settings below. Note that if you choose to review your media buys, you will have 24 hours to do so. Media buys that are left in your pending queue for over 24 hours will be automatically accepted.

Below minimum	Between minimum & rate card	Above rate card
<input type="radio"/> Auto-reject <input checked="" type="radio"/> Review	<input checked="" type="radio"/> Auto-accept <input type="radio"/> Review	<input checked="" type="radio"/> Auto-accept <input type="radio"/> Review

Auto-reject media buys by ad keyword and click-through URL. [edit](#)

**Save** **Cancel**

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## Viewing Your Reports

You can view reports that show a list of the campaigns that have run on your site on your site and how much revenue you have generated.

1. Click the **Reports** Tab.
2. Use the filters to select a time range and drill down via the Site, Ad Space, and Advertiser filters to understand what advertising is appearing on your site.

## Editing Your Payment Details

In order to receive payments from the advertising on your site, you need to enter your payment details:

1. Click the **Account** Tab.
2. Click **Payout** in the submenu.
3. Click **Edit payment information**.
4. Choose to be paid by Electronic Fund Transfer to your bank account or PayPal. Payments are delivered by the 6<sup>th</sup> day of the month and we have historically processed payments with net 90 terms. This allows us to invoice advertisers and collect payments. So for example, your earnings for the month of February will be paid by May 6.

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