BEST PRACTICES FOR MANAGING YOUR UNSOLD INVENTORY

Unsold inventory is an ad impression on your site that has not been sold by Six Apart Media. In the event that an ad has not been sold, you have the control within the system to tell Six Apart what to put in the ad slot. You can use the unsold space with a Default Ad to promote internal products, drive traffic to another blog or you can use it to make money by uploading a Redirect.

FOUR STEP GUIDE TO UPLOADING A REDIRECT FROM GOOGLE ADSENSE

Step 1: Obtain ad tags from your Google AdSense by visiting adsense.google.com, setting up your account, then following the instructions from Google.
Step 2: Once you've received your ad tags from Google, go back into the Adify system. Under the Sell Tab, check the Ad Space for which you would like to set up Google AdSense, and under 'edit selected ad spaces', select 'Manage Unsold Inventory'.
Step 3: Select 'Redirect to another provider' and paste in the ad tag from Google AdSense. Click 'Save'.
Step 4: For each additional ad space, repeat steps 2 & 3.

FIVE STEP GUIDE TO UPLOADING YOUR OWN DEFAULT AD

Step 1: Under the Sell Tab, check the Ad Space for which you would like to set up the Default, and under 'edit selected ad spaces', select 'Manage Unsold Inventory'.
Step 2: Select 'Use my own ad'.
Step 3: Select 'Upload image and rich media ad'.
Step 4: Select image size and browse and upload your .TXT or .HTML file. Be sure that your file's dimensions exactly match those of the ad space, and also make sure to include a destination URL.
Step 5: Click 'Add'. You have now added this file to your ad library. You can access this file and place it as your Default Ad. Check the desired ad, and click 'Add selected ads'. You will see your selected Default Ad next to the ad space.

Notes and Advice

- The ad code can contain a rotation of any type of ads (text, image, or Rich Media formats), but each ad must be the same size as the Ad Space you created. If you are using a tag from another provider please make sure you are not introducing a virus or other malicious code to your visitors' browsers.
- Six Apart Media only sells US Impressions; international impressions should be managed through unsold inventory until further notice. Six Apart Media is working on international ad sales options and will alert all bloggers when that is available.