six apart | MEDIA

Getting Started Guide
for Publishers

This document is an introduction to Six Apart and our technology platform.

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Welcome to Six Apart!

Six Apart delivers targeted, high-quality audiences on great sites and blogs. Our editorial team reviews each publisher application to ensure that all sites meet our established values and standards, and we are very excited about the opportunity to partner with you!

Six Apart helps our partners make the most of their publishing experiences with the belief that you should be able to focus on publishing. We have designed our network to be the most transparent, open and fair program available today, and we will work hard to live up to these principles.

The technology partner we have chosen to power our network, Adify, has a system that you will need to familiarize yourself with. It has many beneficial features which we hope you will find easy to use with the aid of this manual. If you have further questions or require assistance, feel free to contact our technology provider, Adify, at help@adify.com or 1-877-GO ADIFY.

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Understanding Your Advertising

The Advertising Ladder

Before you begin accepting campaigns through Six Apart, it is helpful to take inventory of your current ad providers, to understand the opportunities that Six Apart offers, and to learn how you can integrate all of your options using your Six Apart account.

Sponsorships
A sponsorship is an advertising package purchased on one or more Ad Spaces on your site for a fixed period of time. A sponsorship is a guaranteed purchase, so it always has higher priority than a CPM or CPC campaign. Our ad server will always serve a sponsorship ad first.

Sponsorships sourced by Network or Adify	$$$$
High eCPM campaigns sourced by Network	$$$
Lower eCPM campaigns sourced by Adify	$$
Your default ads or redirects	$
Unpaid Default Ads	

High eCPM Network Campaigns

Six Apart is a premium, targeted vertical ad network which attracts advertisers willing to pay higher CPMs for quality audiences. Network sourced campaigns generally rank directly under sponsorships on the advertising ladder. After sponsorships, our ad server will serve all other ads from highest to lowest CPM.

Lower eCPM Adify Campaigns

Six Apart also partners with our technology partner, Adify, to source high quality, general ad campaigns. These campaigns usually appeal to a larger audience or demographic, and therefore carry a lower eCPM. Adify campaigns supplement the high eCPM campaigns sourced by Six Apart.

Your Default Ads or Redirects

When you have cycled through all the campaigns provided by Six Apart and Adify, your account allows you insert your own default ads, or redirect your inventory to another ad provider. This feature allows you to continue to monetize your inventory even after you have cycled through all your Six Apart and Adify campaigns. Your default ads or redirects will only show when you have completely cycled through the campaigns you have accepted from Six Apart and Adify, so pricing your redirects properly is critical to maximize your profits (see page 6).

Unpaid Default Ads
If you do not set up default ads, our server will serve its own default ad. Today these ads are a rotation of public service announcements from the Ad Council. There is no way to block these ads, because the ad server must always serve an ad. To avoid seeing the unpaid defaults, set up your own default house ad or redirect your ad spaces.
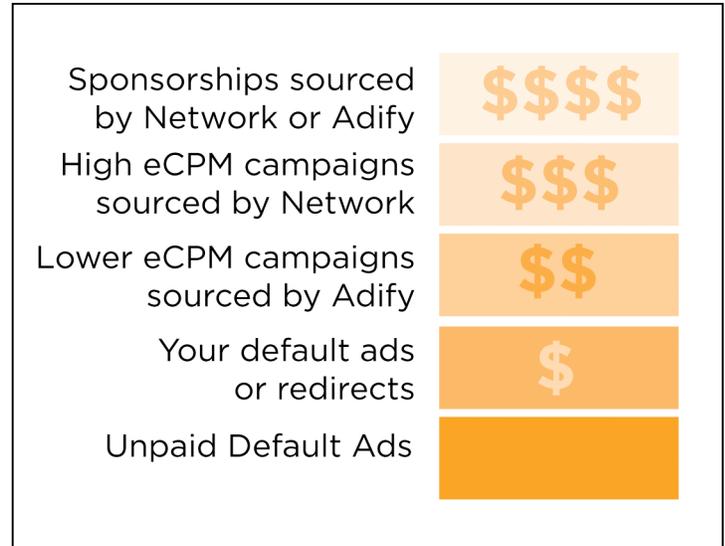
Setting Up

To begin,

Sign into your Six Apart Account at **http://app.adify.com**

Click on the **Sell Tab**

Defining Your Site

The **Define Site** screen allows you to enter relevant descriptive, traffic, and demographic information about a particular site, so we can best sell your inventory. Please be as accurate as possible.

If you do not have data on your site, you can easily sign up with a free analytics tool and update your account later. Please see *Improving Your Advertising Experience* (p. 9) to learn more.

Setting Your Options

The **Set Option** screen allows you to choose which pricing options you will accept, how you would like to review incoming media buys, and if you would like to auto-reject buys based on keyword or click-through URL.

In creating your ad spaces you will enter a rate card price. This is the rate you would like to get, and it is visible to the advertiser. You will also enter a minimum price. This is the lowest rate you are willing to accept for the space. This minimum price remains private. You can set your pricing options around these rates based on the level of control you prefer.

Keep in mind that Six Apart accepts only high quality advertising. Minimizing your level of manual review will help to maintain an uninterrupted flow of advertising for your site. We recommend that you auto-accept ads approved by Six Apart.

Creating Your Ad Spaces

The **Create Ad Spaces** screen allows you to manually create your ad spaces by entering data in the required fields. Keep the following in mind when creating your ad spaces:

- Six Apart currently only sells the 160x600, 728x90 and 300x250 ad sizes. Focusing on these sizes will increase your CPM and chances of an ad being sold.

- The Ad Tag code will be deactivated if the **Page URL** entered is different from the URL where the ad tag is placed. For example, if the Page URL reads http://www.mydomain.com, all sites with the highest level domain name "my domain.com" will show the ad, including http://www.mydomain.com/firstpage or http://www.mydomain.com/press. For URLs with different high level domains, such as http://www.2mydomain.com, the code will be deactivated.

- The Pricing you define for each Ad Space works in conjunction with the Media Buy options you set on the **Set Options** screen.

Getting & Placing Your Ad Tags

The **Get Ad Tags** screen displays your ad tag in text form. Simply copy and paste the ad tag into your web page in the Ad Space you defined.

Please keep the following in mind when getting and placing your ad tags:

- Good ad placement will help your site's performance, and in turn include you in more campaigns. For tips on ad placement, see *Placing Your Ads Well, p. 9.*

- You do not need to insert a separate ad tag on each page of your site. If your site has 1000 pages on a single topic, for example, you should only create one ad tag and insert it into all 1000 pages.

- Each new URL and Ad Space is verified to maintain network quality. This process ensures that advertising is delivered to the expected Ad Spaces and that everyone participates in ad buys according to legitimate traffic. The review takes 24 hours and during that time, new Ad Spaces are collapsed. Once approved, the Ad Space will show the appropriate campaigns.

- You can repeat the Ad Space process and install as many ad tags as you wish for the different sections of your site.

- If you need assistance inserting ad tags into your blogging platform, please contact help@adify.com for additional documentation.

Managing Unsold Your Inventory: Adding Default Ads and Redirects

Default Ads and Redirects are two ways of managing your unsold inventory, and will appear when you have cycled through all paid advertising, or when none of Six Apart's campaigns meet the minimum price you have assigned to an Ad Space. A Default Ad may be an image you create, or an ad provided by Six Apart. A Redirect is an ad from another ad provider. If you do not set up a Default Ad or a Redirect, Adify unpaid ads will appear in your Ad Spaces (see *The Advertising Ladder,* p. 4)

To set up a Default Ad, follow these steps:

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**.

2. Select **Use my own ad.**

3. Select **Upload image and rich media ad**.

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.

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.

Note that your Default Ad is reviewed internally to ensure correct functionality, and it may take up to 1 day for the Default Ad to appear on your site.

To set up a Redirect, follow these steps:

1. Obtain ad tags from the other ad provider. 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 it is a reputable provider, and that you are not introducing a virus or other malicious code to your visitors' browsers.

2. Under the Sell Tab, check the Ad Space for which you would like to set up a Redirect, and under **edit selected ad spaces**, select **Manage Unsold Inventory**.

3. Select **Redirect to another provider** and paste in the ad tag from that provider.

4. Paste the other ad provider's code into the box, and click **Save.**

After setting up a solution for managing your unsold inventory, you should review the minimum pricing you have set for the affected Ad Spaces.

If you are using a Redirect or a paid Default, a good rule of thumb is to set the minimum CPM for that Ad Space slightly above the current CPM you are receiving for this Ad Space via your other advertising sources. That way your Redirects or paid Defaults will continue to be served until a campaign comes in through Six Apart that earns you more money. For example, if your Redirect or paid Default earns an eCPM of $1.00, you should set the minimum price of the Ad Space at a CPM of $1.01 or higher.

Making Money

Reviewing Ads

The options you specified on the Set Options page determine which buys require manual review. If you choose to review every ad before it runs on your site, you risk losing revenue if you don't check your ads often. Remember that you can reject an ad manually after it is live on your site by clicking **Review Media Buys** under the **Sell Tab**.

On the **Review Media Buy** screen you can view **Pending Ads** (before going live on your site), **Running Ads**, **Accepted Ads**, and **Rejected Ads**. In each view, you can then choose to accept or reject any ad to change its approval status on your site.

Whenever a new media buy is eligible to run on your site, you will receive an email message, and you can also review that message in your account Messages Inbox.

Keep in mind that you can easily change your auto-accept, reject, and review settings by following these steps:

1. Under the Sell Tab, click on **Edit Site**.

2. Select **Edit Site Options**.

Viewing Reports

Through your Six Apart account, you can view multiple reports such as revenue reports, ad space management and overall performance reports. To access reports,

1. Under the **Sell Tab**, click on the **Reports** link.

2. Use the filters to select a time range of interest to you, and drill down via the Site, Ad Space, and Advertiser filters to evaluate the advertising that is appearing on your site.

3. Click **Publisher Reports** to select a different type of report, or click **My Reports** to create your own custom report.

All values shown in your reports reflect NET revenue. Please note that the statistics presented in these reports are estimates only.

Getting Paid

In order to receive payments, you must enter your payment details:

1. Under the **Account Tab**, click **Edit payment information**.

2. Choose your payment method. To expedite the payment process, we recommend using Electronic Funds Transfer.

Six Apart processes payments 45 days after the end of the month.

Improving Your Advertising Experience

Manage Your Unsold Inventory

Six Apart knows that all your impressions are valuable, and that each one can bring you revenue. For this reason it's important to us that our publishers realize that we may not always be able to deliver a steady stream of advertising to our network sites due to factors such daily frequency capping or geo-targeting. We encourage you to install and leave your Six Apart tags in your site, and set up redirects to another ad provider. This will allow you to continue to monetize your site if you are not receiving an ad through Six Apart, while not having to frequently swap out the tags in your site.

There are many other ad providers who can help you fill your unsold inventory. Although these ads may not offer the premium payouts of Six Apart, they will allow you to continue making money from your great content.

Please see Adding Default Ads, p. 7, to learn how to set up redirects.

Placing Your Ads Well

When advertisers buy on Six Apart, they are looking for quality impressions and clicks. They want their ads to be seen by quality visitors, to be interacted with, and they want their ads to leave a positive memory. How can you meet or exceed the advertiser's expectations? Good ad placement.

Consider the following ad tag placement tips to help improve your site's performance.

1. **Above the Fold** The prime real estate of online advertising is located "above the fold." Countless studies have proven that this area receives the most visual attention, simply because viewers aren't required to scroll down to see any of the site's content.

2. **Near Rich Content** Placing your ad tags near an engaging element in your website, such as the headline story or the navigational bar ensures that viewers will already be interested when they see your ad. For bloggers this often means next to the most recent post.

3. **Step into your viewer's shoes** As well as considering the first two guidelines in placing your ad tags, you should also think about the design and flow of your site, and how each visitor navigates through it. Each site is different, and what is good placement for one, may not be for another. Pay attention to how you interact with sites with similar layout and   content. You could even ask several friends to interact with your site while you observe.

4. **Track and Optimize** Your Six Apart account provides easy access to all your ad space statistics. Track your impressions and click-through rates in various placements to find what works best for your site.

Updating Your Site Details

Advertisers are more likely to include Six Apart in their campaigns if they have insight into the traffic and demographics of our sites. We aggregate this information to present to potential advertisers. If you are unsure about statistics for your site, you can use any of a number of free analytics tools available on the web.

You can easily share important information about your traffic and the demographics of your visitors through your Six Apart account by updating your site details. We prefer that you use 3rd party data from an analytics tool, but you can also enter your own guesstimates:

1. Sign in to Adify at: **https://app.adify.com**

2. Under the **Sell Tab** and click **Sites** (if you aren't already there).

3. Scroll down to the site you wish to edit.

4. Click the down arrow on the **Edit Site menu**, and select **Edit Site Detail**