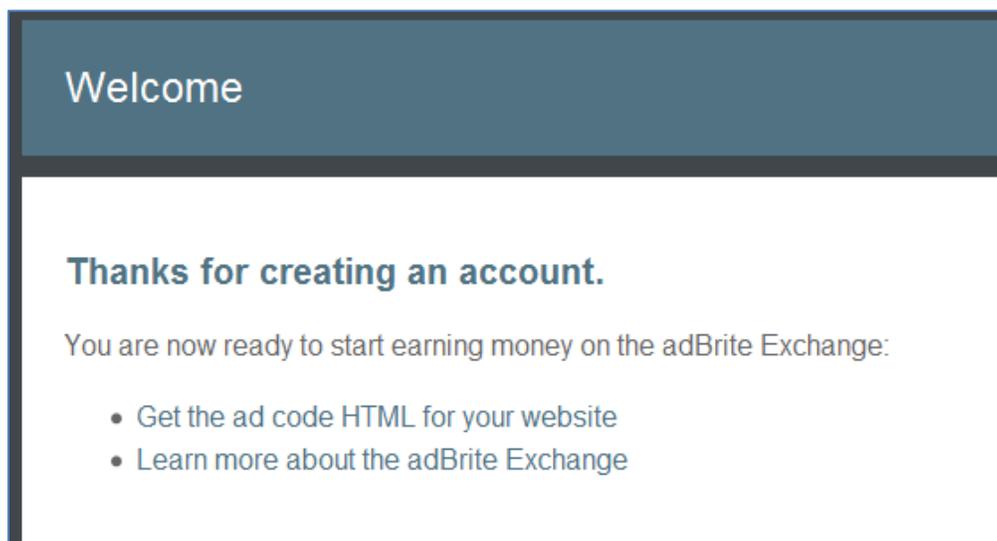


Using adBrite as a Backup for AdSense

If, for any reason, you want to use an ad platform other than AdSense, a good program to use is adBrite. You can access adBrite at <http://www.adbrite.com/>. The first thing you'll need to do is create an account, which you can do here: http://www.adbrite.com/mb/commerce/register_form.php.

Once you've created your account you'll be taken to the page you see below, where you'll have two options.



If you click on "Get the ad code HTML for your website" you'll be taken to the page you see below, where you can choose what kind of ads you want to display on your website.

Set Ad Formats

What types of ads do you want to show?

Banner and/or text ads



Banner & text ads

- Higher payout
- Choose from 5 standard sizes
- Banners can pay on a CPM (cost per 1000 impressions) or CPC (cost per click) basis
- Text ads pay on a CPC basis (cost per click)

Text ads only

- Custom fit the size and design of the text ads to match your site
- Display network CPC text ads
- Customize with our editor or your own CSS

Full page ads

Customizable header



Advertisement is displayed here

- A full-page ad shown *in-between* the pages of your site
- Customize the header to match the look & feel of your site
- Choose to display after 1,2,3,4 or 5 pageviews

Inline ads

Try it out:
see how it works: cars
rollover →

- Up to 8 keywords are double-underlined on your site
- When users rollover highlighted words, a text or image ad shows
- Pays on a CPC (cost per click) basis

User Agreements

I will not have incentives to click on ads.

I will not place my ad zones on sites that include pornographic content.

adBrite's entire Publisher Acceptable Use Policy is [HERE](#).

For your site you'll want to check the box next to "Banner and/or text ads" and then choose "banner & text ads." At the bottom check the boxes in the User Agreements section and then click the button that says "Next: Set Ad Specs."

On the next page you'll be asked to fill in some contact information for where adBrite should send your payments (if you didn't already fill in this information when you created your account). When you're done click the button that says "Next: Set Ad Specs."

The next page is where you can choose your ad size and colors. It looks like this:

Size 300 x 250 Medium rectangle ▾

Video ads Allow video ads to automatically play audio

Set a floor CPM for this type of video ad?

Yes No

Colors Title # Background # Text # Border # URL #

Preview

Ads by AdBrite

[Come Visit Our Website](#)
 Funny stories, hilarious videos, even better comments. Submit yours.
[YouWontBelieve.com](#)

[Discount Designer Widgets](#)
 Browse our inventory of world class widgets. Find just the right one.
[www.Widgets-R-Us.com](#)

[Find Local Restaurants](#)
 Chinese, Italian, American, Mexican & Thai. For all tastes and budgets
[Restaurantz.net](#)

[10 Ways to be Successful](#)
 Learn the habits of the successful people from experienced experts.
[10SuccessMethods.com](#)

[Your Ad Here](#)

Ad Content

What kinds of ads are suitable for your site? Allowing all available ads to be shown will increase your revenue potential. You can change this setting at any time.

Include all available ads (but never adult ads)

Limit to family-friendliest ads only

Auto-approve Ads

Select this option if you want adBrite to automatically display targeted ads. Otherwise, you'll have to approve each ad on an individual basis before it appears on your site. You can still reject any ad, no matter which option you pick. You can change this setting at any time.

Yes, auto-approve ads (recommended)

House Ad

Create your "house ad" that will appear in this zone if there are no paid ads to display. You can also choose to show another ad network instead, when you get to pricing options

Headline Max 25 characters

Text Max 70 characters

[→ Next: Describe Your Site](#)

You'll want to create ads that are the same size as the ads you would have created in AdSense (one that is 300 x 250 in size and one that is 120 x 600 in size). Once you've set all the options for your ad, click the button that says "Next: Describe Your Site."

This page is important because it helps adBrite determine what kinds of ads to display on your site, so be as detailed as possible when describing your website. Here's what this page looks like:

Site Info

Name of your site:

Site URL:

Description of site:
*Simple HTML allowed, including , <i>, , <p> and
 but no images*

Name of ad zone:

Tip: Describe where the ads will go on your site, or in what section they will appear. Ex: Top banner ad

Keywords

Enter one keyword or phrase per line, 50 lines max. You have 50 lines left.

These keywords will help us match the right advertisers to your ad zone.

Category

This is where advertisers can find your site in the adBrite directory. We also use this to help match advertisers to your site

Main category

Arts & Entertainment

Automotive

Business & Industrial

Culture & Society

Education

Employment & Recruiting

Finance

Games

Health

Secondary category

The next page is where you set your ad pricing. It will ask you if you are using any other ad networks.



When you're ready, click on "Next: Get Ad Code." On the next page it will give you the code for your ad, the same way AdSense does.



All you need to do now is copy that code and paste it into the appropriate place in your WordPress backend. Under "Affiliate Banner Code 1" and "Affiliate Banner Code 2" you should paste the adBrite code you got for your ad that is 300 x 250. Under "Affiliate Banner Code 3" you should paste the adBrite code that you got for your ad that is 120 x 600.