

# Installation Guide

Version 1.1



## WELCOME TO THE BLOGROLL PROGRAM!

We are very excited about the opportunity to partner with you and have created this manual in hopes that it will make the transition into our program a smooth one.

As you should already know, we have created this program to help bloggers of all sizes to get the most out of their blogging experience. It is our belief that you should be able to focus on blogging and not be distracted by the sale of advertising. We have designed the Blogroll program to be the most transparent, open and fair program available today. We will work hard to live up to these principles.

The technology partner we have chosen to power our platform, ADiFY, has built us 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.

This is a living document in its early stages, so please send suggestions for improvement to [blogroll@wpni.com](mailto:blogroll@wpni.com).



One of the first things you need to do is properly configure and install Blogroll ad tags in your blog.

1. Sign in to your ADiFY account
2. Click the Sell tab at the top of the page
3. Click on Create More Ad Spaces on the left side.
4. Follow the five simple steps to create a new ad space.
  - Always select a graphic ad space, as BlogRoll does not currently support Text advertising.
  - If you have text ads already through Google or another ad source, you can still redirect from the graphic ad space to your text ad space.
  - The most popular ad sizes are Wide Skyscrapers and Leaderboards
5. Paste the Adify BlogRoll ad tags into your web pages in the ad space you defined. Adify ads will begin running on your site within 30 minutes of set-up.
6. After your ads start running, you can view reports of your earnings at any time by clicking the Ad Space Performance link in your account.

**Note**-Blogroll House Ads will appear in your ad space until you go through the Optimization process described on the next page.

## Recommended Ad Sizes

The Blogroll promotes the use of IAB Standard Graphic Ad Units. Using these sizes will make it easier for advertisers to scale buys across a large number of sites. All members are free to use whatever sizes they want, but those who use the IAB sizes listed below will be in the best position to make the most out of their ad space.

We recommend using one or more of the following sizes:

Leaderboard	728 x 90	
Wide Skyscraper	160 x 600*	* If a 160x600 will not fit
Medium Rectangle	300 x 250	into your sidebar, the
Large Rectangle	336 x 280	next best unit is a
		120x600

You are not limited to these sizes, we just encourage them.

The higher up on your page that your ad units live, the more successful we will be at selling your ad space.

Once you have created some ad space on your blog, you are ready to optimize it by creating "House Ads".

Your house ad (aka default ad) will appear when there is no ad available for your ad space from the Blogroll. Your house ad may be an image you create, an ad from another ad provider or, if you do not define your own 'house' ads, then Blogroll default ads will appear in your ad spaces. The Blogroll default ads are not-paid and are generally either public service announcements or ads for the Blogroll.

## How do I redirect my House Ad space to another Ad Provider (like Google or Yahoo) ?

1. Obtain the exact ad tags for the other Ad Provider. This ad tag may be Javascript, IFRAME, or any other format provided by your ad network. This ad code can contain a rotation of any type of ads (text, image, or Rich Media formats), but each ad must be of the same size as your Adify ad space.
2. Paste your ad tags into a .TXT or .HTML file and save it to your local computer under any file name that will be easy to identify and remember later.
3. Sign into your Adify account, click the Sell tab, and click the ad space that should default to this ad.
4. Click **Default Ads** in the Actions box on the left-hand side of the page.
5. Select **Use my own house ads** (the second selection).
6. Click **Create or edit house ads**
7. Choose **Rich Media Ad** at the top of the page (from the 3 options).
8. Select browse and upload your .TXT or .HTML file that you saved earlier (step 2).
9. Click **Save this ad**.
10. Assign a Value to this House Ad (see next page)

## Assigning a value to your House Ads

Once you have created a house ad that points to another ad provider you need to define a value for this ad.

1. Log Into your Adify account (if you are not logged in already)
2. Click the **Sell** tab at the top of the page
3. Select the appropriate Ad Space that you want to update
4. Click **Edit Pricing** in the Actions box on the right-hand side of the page
5. Set your Sponsorship Pricing – you can use the built in calculator for help.
6. Set your CPM Pricing (*a good rule of thumb is to set the CPM at or slightly above the current CPM you are receiving for this ad space via your other network*).
7. Set your CPC pricing.

### Example:

- Blogroll Member earns an effective CPM (eCPM) of \$1.00 through “Ad Provider A” (Google, Overture, Tribal Fusion etc.) in a 160x600 space.
- Member A optimizes this space by placing Ad Provider A’s tags into her Blogroll account as a “House Ad” and defines the value of this at \$1.70.\*
- She then places her Blogroll tags on her site in place of Ad Provider A’s tags.
- Now, Ad Provider A’s ads will continue to show up until an advertiser comes in through the Blogroll that earns Member A more than Ad Provider A.

### \* Why did we set the House Ad value at \$1.70 when Ad Provider A only earned \$1.00?

Because Blogroll members receive 60% of the total ad revenue. At \$1.70, 60% nets the member \$1.02. Just over the \$1.00 previously earned, but potentially much more.



## Update Your Payment Information

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**In order to receive payments from the advertising on your site, you need to input your payment information:**

Sign in to your account at <http://app.adify.com>

Click on the Account Tab

Click Billing and Payment in the submenu

Click Edit payment information

Choose to be paid by PayPal or printed check. Adify processes payments net-30.

