

INTERNET ARCHIVE <http://www.google.com/ads/> JAN APR AL
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For Site Owners: Advertise with Us

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Find on this site:

Advertise to people looking for your product.

Google offers **two advertising programs**. Premium Sponsorship ads are placed atop a Google search results page, with AdWords ads appearing on the right side of a search results page.



Premium Sponsorships

[Create and preview](#) your premium sponsorship ad.

Our keyword and category advertising program puts your text message at the top of pages containing users' search results.

If they search for "golf clubs" and you've purchased this keyword (or if you've purchased the "Sports" category), your ad could appear above the actual search results.

Google ads are relevant for the user and don't have to compete with flashy animation or graphics for attention.

Google advertising lets you:

- Reach customers as they gather information to make purchase decisions.
- Present your message in a way that is viewed as helpful instead of annoying.
- Eliminate the inefficiency of traditional media buys.

AdWords Program

There's no cost or obligation to [try Google's AdWords program](#).

AdWords lets you manage your own account and ad text, and no minimum deposit is required. AdWords is a great program for:

- Advertisers with limited budgets who need every ad to reach a real prospect.
- Those interested in trying out keyword-based ads before making a larger buy.

AdWords ads appear on the right side of a search results page.

EXHIBIT 2111

Facebook, Inc. et al.

v.

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