



**Figure 12-6:**  
Use this page to create new color palettes for your ad units.



To get rid of a saved custom palette, click the Delete button below the Custom Palettes box. The deleted palette disappears from that box, from the Choose a Palette drop-down menu higher on the page, and from the Select Palettes list on the Ad Layout Code page.

Inserting your custom palettes into your AdSense code is simple. Here's how:

1. **After saving one or more custom palettes, go to the Ad Layout Code page on the Settings tab.**
2. **In the Select Palettes box, choose one of your custom palettes.**
3. **Using a radio button, select an ad layout.**
4. **Scroll down to the Copy-and-Paste window, and select the entire code sample.**
5. **Copy the code sample and paste it into your HTML page.**

**Note:** The Alternate Ads box and the URL Filter page make their appearance in Chapter 13. There, I explain how to (in the first case) substitute non-Google ads for AdSense ads, and (in the second case) block certain AdWords ads from appearing in your ad units.