

- ✓ The pay-for-placement Sponsored Links, which were once placed atop search results pages, no longer exist as pay-for-impression ads. AdWords ads receiving the top two spots on pages populated by ten ads go in those top-of-page slots, but they're paid for by the click just like any AdWords ad. Premium-level AdWords doesn't offer pay-for-placement service.
- ✓ Just as with regular AdWords, participation in premium AdWords doesn't affect a site's listing or PageRank in Google's Web index.
- ✓ Although account management is offered to premium-level accounts, those clients are free to use the standard AdWords reporting and administrative tools available to everyone.

If your company is interested in the premium level of AdWords and meets the spending commitment requirement, you notify Google of your interest by filling in an on-screen form. The form, shown in Figure 15-1, requests basic contact, industry, and URL information and serves as an introductory letter to Google. Find that form here:

`services.google.com/ads_inquiry/en`

Figure 15-1:
This form serves as an introductory letter to Google for prospective premium-level AdWords customers.

Thank you for your interest

After reviewing our advertising information, please take a moment to complete the form below. This information will give us an idea of your online advertising goals and objectives. We look forward to helping you exceed them.

Bold text indicates required fields.

Contact name:

Email address:

State / Province:

If outside the US or Canada, please select "Not applicable" option.

Country:

Parent company:

URL of site:

Phone number: -

Please check if outside US / Canada only

Budget: What is your current monthly advertising budget?

Select a Range

- Under \$2000
- \$2000 - \$10,000
- \$10,000 - \$30,000
- \$30,000 - up