Figure 11-2:
This site is running a top-page banner ad and Google AdWords (through the AdSense program) in the right column.

The exact order of events is as follows:

1. **Apply for and open an AdSense account.**

   As with other Google accounts, starting an account is free. The AdSense program has no activation fee nor do you have to provide payment information. However, you do need to provide a Social Security number or tax ID number as well as an address so that Google can pay you. The necessary tax-form submission is accomplished online — no need to print and mail any forms.

2. **Select an ad style for the AdWords ads that will appear on your pages.**

   Google provides interactive pages so that you can choose a display configuration and the colors of the ad text and borders, as shown in Figure 11-3.

3. **Clip the code.**

   As you select display properties, Google creates HTML for pasting into your page(s), as shown in Figure 11-4. The code uses javascript to call the ads and pull them from Google to your site.