Figure 12-3:
Google
offers
examples of
all ad
layouts.

You may place the AdSense ad unit wherever you want on the page. Those accustomed to working with raw HTML should have no problem positioning the ad unit. Most WYSIWYG (what you see is what you get) page-building programs recognize Google's code as javascript. Therefore, these programs represent the Google code on the graphical layout page like any other javascript element, allowing you to move it around the page until it's displayed correctly. Depending on the program, you might need to upload the page and view it in a browser to see how the ads appear in a live display. Some programs make live calls to specified servers in their WYSIWYG display mode, allowing you to display AdSense ads while rearranging their placement, before uploading the page to the server.

When pasting code in my HTML documents, I find it useful to separate the code, making future color alterations easier. (Chapter 13 discusses such on-the-fly alterations.) Such a separation doesn't affect the page's performance. Figure 12-4 shows a page's source document with Google's code set apart from the surrounding code.

AdSense ad units are not HTML tables, though they resemble tables. But as far as placement on the page is concerned, you can embed ad units into HTML table cells as if they were child tables. Simply place the AdSense code in the appropriate `<tr>` or `<td>` tags. Figure 12-5 illustrates a site that plainly embeds the ad unit in a table cell.