Figure 12-4: Make your AdSense code easy to locate by separating it from the surrounding code.
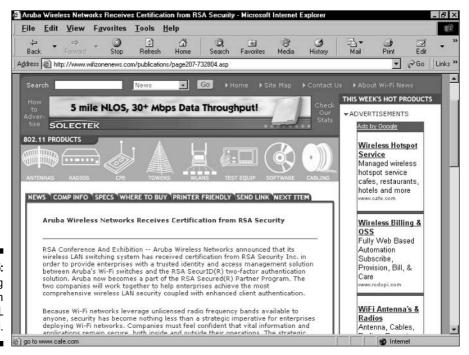
Figure 12-5: Embedding an ad unit in an HTML table cell.