

### *Fighting ad blindness with the right colors*

Just as ad layout issues split opinion in the AdSense publishing community, so does custom coloring of the ad unit. Many Webmasters simply don't bother with the detailed HTML tweaking necessary to fully integrate an ad unit into the look-and-feel of the host page. Others deliberately let their ad units stand out garishly on the page, to attract attention and defeat ad blindness. (Whether garish ad displays defeat or encourage ad blindness is debatable.) And a small minority of Webmasters carefully insinuate their ad units into the page design until they are nearly indistinguishable from editorial content.

You have three basic customization choices:

- ✓ Don't do anything. This is the choice of many Webmasters, and you see a lot of the default Mother Earth palette in the AdSense network. (See Figure 13-9.)
- ✓ Create custom palettes in the AdSense account. I describe how to do this in Chapter 12.
- ✓ Fine-tune colors using HTML hex values. This option integrates ad units into pages with complex designs or pages using background colors not found in Google's custom palette section.

**Figure 13-9:** Many Webmasters use the default color palette. Here, blue ads contrast with a red-themed page.

