Figure 13-10:
Uncustom-
ized ad units
stand out
boldly from
the page.

Figure 13-11 shows the same page with customized ad colors; the border and background elements now match the page's background color. The ad colors in Figure 13-11 match the code in the example; the background color's hex code is 25314C. I altered the other elements too, but they don't matter as much. Making the border and background disappear into the page creates the important effect.

Be creative! If you combine customized colors with a specially prepared table cell, you can construct an ad display that blends in (and even enhances) your page's look-and-feel, while subtly calling attention to the ads. Figure 13-12 shows such a page; the ad unit sits in a specially built table cell with comple-mentary colors. The ad's headline color matches the background color of the column below, and the background color exactly matches the overall black background of the page.

The question remains: Do slickly customized ad units *work* as well as uncus-tomized units? That question can be answered only by experimentation on a site-by-site basis. If your site pulls extremely relevant ads, and your visitors respond to ads best when they seem to blend into editorial content, customize away. If you prefer grabbing your visitors' attention forcefully, perhaps the ugliest possible ad display works best for you.