

Premium AdSense for Search Sites

Premium-level AdSense is available to search portals in formats that don't resemble normal AdSense publishing. Just as Google sometimes displays AdWords ads at the top of its own pages (and that format is not available to AdSense publishers), so too does Google provide layout alternatives to other search engines who want to share Google's advertising engine and revenue. AOL Web Search is a good example; this major portal licenses both editorial search results and related advertising from Google. AOL's entire search results page is driven by Google engines, yet it's displayed in AOL's proprietary formats and page templates. (See Figure 15-4.) Amazon.com is an example of a destination portal that functions as a search site thanks to its massive traffic, and uses Google engines to deliver both objective and pay-per-click search results. (See Figure 15-5.)

Google supplies this specialized version of premium AdSense to Netscape, Excite, AskJeeves.com, Go.com, About.com, Teoma, iWon.com, Disney, and many others.

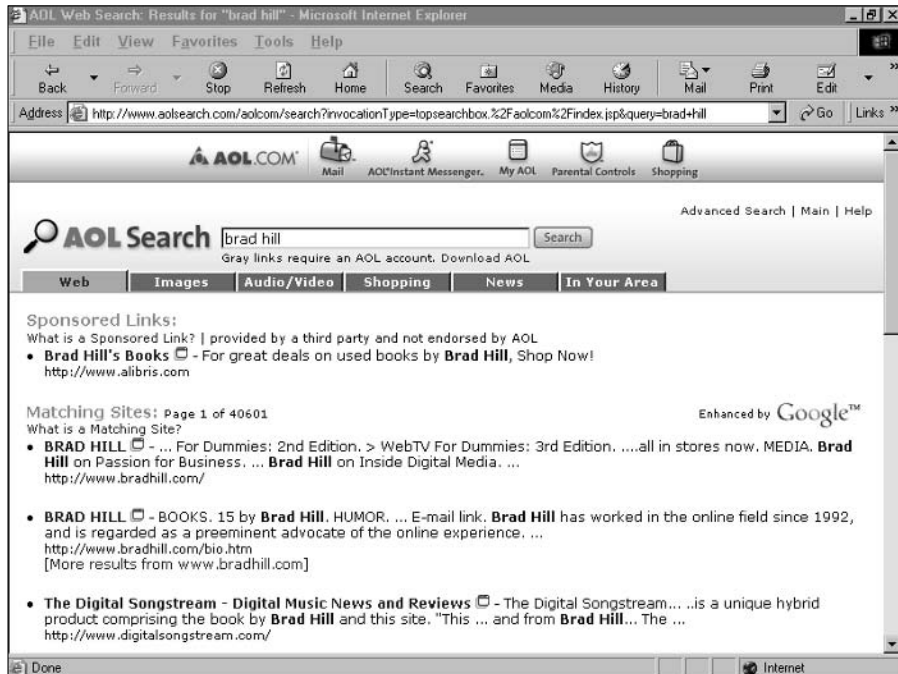


Figure 15-4: AOL Web Search is a high-profile client of premium AdSense, displaying pay-per-click ads on its result pages.