

**Figure 14-1:**  
The Apartment Therapy Blog uses Google AdSense contextual ads to add value to its content and earn revenue at the same time.

Colors  
6. Unica Home: Big, Modern, Fun

11/12/04 3:36PM comment (0)  
All Hot Posts

**Messiest Closet Competition Starts Next Week**

*Help is on the way.* Next week we are kicking off our **Messy Closet Competition**, and we want you to know why.

Because everyone could use a good old kick in the rear.

As the new year approaches, it is time to look deep into those closets that haven't been touched and clean them out. We want to help. To get you motivated we are going to give you a chance to see other people's closets as well as a chance to see your own right here and have your closet completely redone by Astech Closet Systems for free.

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**APARTMENT THERAPY EMAIL!**  
Every Friday, the "Best of the Blog" from the previous week. Not a substitute for obsessive visiting, but still very worthy.

your email

Sign Up

You can sign up for Google AdSense by following these steps:

1. **Open a Web browser, and go to [www.google.com/adsense](http://www.google.com/adsense).**
2. **Click the Click Here to Apply button, shown in Figure 14-2.**
3. **If you're new to Google, fill out the New to Google form with your e-mail address and a password of your choice. Users of Google's AdWords or with a Google Print account can simply log in.**
4. **Select whether your AdSense account is an individual or business account and then click Continue.**

**Figure 14-2:**  
Sign up for Google AdSense advertising to place content-related ads on your blog.

**Getting started is easy!**

[Click Here to Apply](#)

**Learn more**

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