

Chitika's Publisher **REVENUE GUIDE**

Ad suite handbook for your website



Chitika

Chitika

Turning page views into profits



Turning page views into profits



About This eBook:

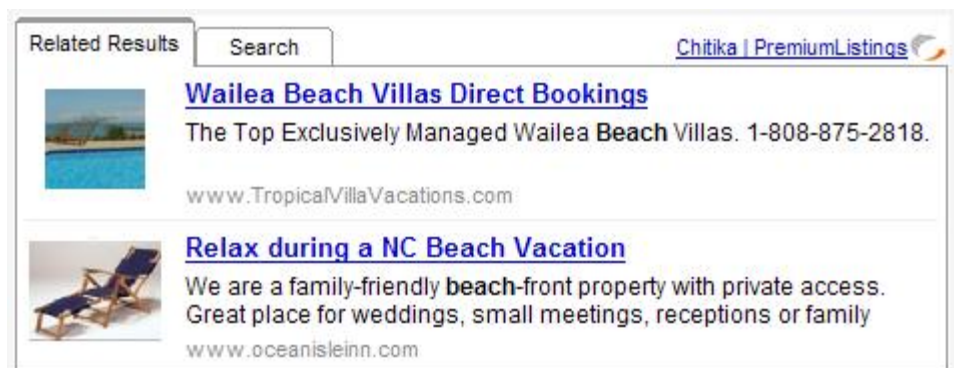
With over 70+ power-packed revenue-earning ad units, Chitika has the largest collection of revenue-generating solutions to cater to publishers of all sizes. We are big believers in “freedom of choice” for all publishers; in fact, we were the first to give publishers the freedom to hand-pick product keywords for their site. We have stopped at nothing to continue providing innovative services for years.

Each of our products are designed with a specific objective for our publishers. Because different publishers have different needs, you simply cannot rely on one ad-type to earn you revenue. In addition, what works well for one publisher may not always hold true for the next, which is why this Mini-Series of the Chitika product suite was created.

Enjoy!



AD TYPE #1: Chitika | Premium



The screenshot shows a Chitika Premium Listings ad unit. It features a search bar and a 'Related Results' tab. Two listings are displayed:

- Wailea Beach Villas Direct Bookings**
The Top Exclusively Managed Wailea Beach Villas. 1-808-875-2818.
www.TropicalVillaVacations.com
- Relax during a NC Beach Vacation**
We are a family-friendly beach-front property with private access. Great place for weddings, small meetings, receptions or family
www.oceanisleinn.com

What is this?

A smart, personalized targeting ad solution that provides premium listings & is designed be your highest-performing ad unit.

You should use this if you have mostly US traffic and are looking for a Chitika ad unit that is NOT product-centric! This ad unit features non-product inventory listings.

How it works:

For 5 years Chitika has been perfecting targeting in our product based ad units; now we are expanding your revenue opportunities beyond products. This unit will find the best performing ads for your visitor using Chitika's targeting capabilities, leveraging content from your website and leveraging search engine queries by your end-users.

How do I get it?

Chitika users: [LOGIN](#) and click the "Get Code" tab.

Not yet a user? [Sign up!](#)

AD TYPE #2: Shopline 2.0












Mother's Day Gifts

Search: All Categories ▼ GO or Browse by Store















Categories

- Today's Best Deals
- Camcorders
- Cellular Phones
- Computer Software
- Digital Cameras
- DVD Players
- Flash Memory
- Flat Panel Televisions
- GPS Devices
- Graphics Cards
- Hard Drives
- Kids Toys
- Mac Desktops
- Mac Laptops
- MP3 and Digital Media Players
- PC Desktops
- PC Laptops
- PDAs
- Printers
- Routers
- Sound Cards
- Wireless Adapters

Today's Best Deals

 0.82cts Square Ruby, Diamond 14K WhiteGold Ring \$168.99 at Mohranet.com	 14k White Gold Topaz & Diamond Ring (1.32 ctw) \$111.00 at Diamonds International	 Edward Mirell Midnight Black Titanium Diamond Ring \$299.95 at JustMetal
 14K Blue Moon Chalcedony and Diamond Ring \$249.00 at HSN	 Makuti Watamu - Onyx and Mother-of-Pearl Diamond Ring \$186.00 at Forzieri.com	  18k White Gold Sapphire & Diamond Ring (.18 ctw.) \$600.00 at Blue Nile
 14K Burma Ruby & Diamond Ring \$269.00 at HSN	 Forzieri 18K White Gold Solitaire Diamond Ring \$560.00 at Forzieri.com	  18k White Gold Ruby & Diamond Ring (.18 ctw.) \$600.00 at Blue Nile

Shop At:

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*Store can have constant look and feel OR it can target a specific category (above: Mother's Day)

What is it?

An attractive store front you can easily create as a "shop" page for your blog or website. You can just as easily update this store to reflect holiday and seasonal shopping: Mother's Day, Father's Day/Graduation, Summer Vacation, Back to School, Labor Day Weekend BBQ, Halloween, Q4 Holiday Shopping, Valentine's Day, etc.

Who should use this?

Publishers who are looking to increase their revenue with a relevant, CPC shopping page for their blog or website.



Is the original ShopLinc still available?

Yes, the original ShopLinc store design is still available, however we encourage new and current ShopLinc users to test the new and improved benefits of ShopLinc 2.0.

How do I get it?

Chitika users: [LOGIN](#) and click the “Get Code” tab.

Not yet a user? [Sign up!](#)





AD TYPE #3: Related Products Unit (RPU)

Related Products:

[What's this?](#)

- [Olympus EVOLT E-410](#) - Adorama
- [Canon PowerShot TX1](#) - 42nd St Photo
- [Canon EOS Digital Rebel XT with 18-55mm Lens - Silver](#) - Staples

What is it?

The RPU is a non-intrusive, product-centric text link designed to be most effective at the end of a blog post or product review.

Who should use this?

If your website or blog has product reviews or general product discussion. The RPU is designed to be placed at the end of these articles. Using the RPU with other Chitika ad units have been proven to increase user revenue.

Are there any special features?

By [modifying the CSS](#) of the RPU, you can match it to the exact look and feel of your website. This makes it look less like an ad and brings value to your website providing helpful information & resources about the products you are selling or reviewing.

How do I get it?

Chitika users: [LOGIN](#) and click the “Get Code” tab.

Not yet a user? [Sign up!](#)





AD TYPE #4: Chitika | Linx

...s a [iPod nano](#) lot about you. So should your iPod nano
...s you always have room for music; up to 2000 songs



...ether you're exercising, commuting, or rocking a road
...outplay you. While it can't stop the rain, iPod nano mig
...brighter. 40% brighter, to be exact. Album art pops and

What is it?

An in-text ad unit that automatically identifies key products/keywords on your page to hyperlink (double-underline) to interactive paid (CPC-based) product listings.

Who should use this?

If you are looking for a way to make incremental revenue with your U.S. traffic. Linx takes up less space than other ad units (displays when your visitor mouses-over the underlined keyword).

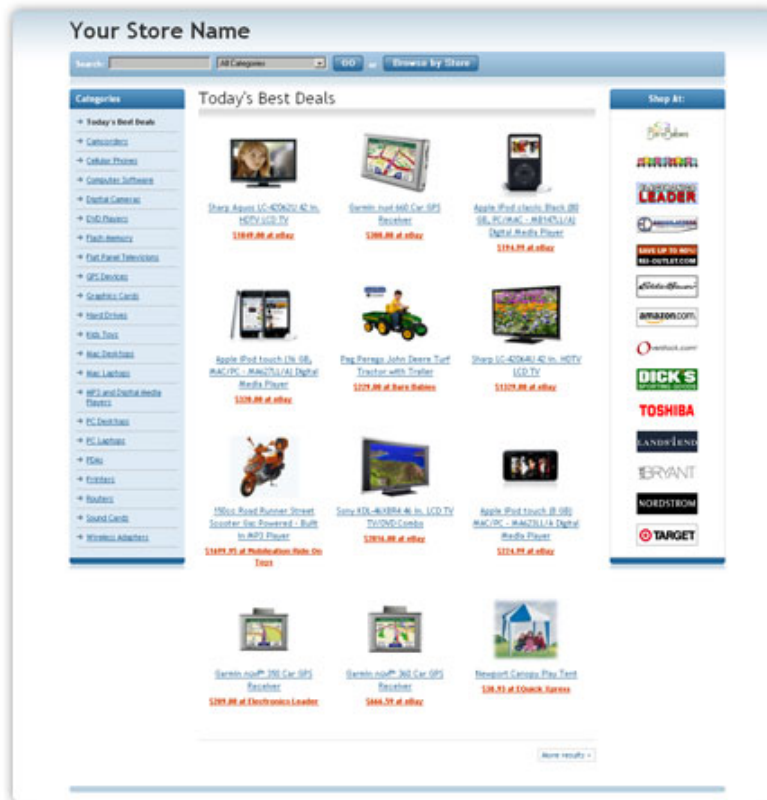
How do I get it?

Chitika users: [LOGIN](#) and click the "Get Code" tab.

Not yet a user? [Sign up!](#)



AD TYPE #5: Chitika For Domains



"I come in 6 other colors!"

What is it?

A nicely designed shopping store created for parked domain pages. It features a variety of products, offers and promotions for your visitors while earning you revenue per-click (PPC) on the product listings.

Who should use this?

Publishers who want to monetize their US traffic and earn revenue from their parked domain(s) using a sleek store that features thousands products and a "shop by brand" feature.

How do I get it?

Chitika users: [LOGIN](#) and click the "Get Code" tab.

Not yet a user? [Sign up!](#)



AD TYPE #6: Chitika | WhiteSpaceAd



Ad appears only when
whitespace is available on
higher resolution monitors.

What is it?

No fancy naming here, the WhiteSpaceAd is exactly what it sounds like, an ad that maximizes already unused white space on your page WHEN your US visitors are viewing your site on a high-resolution monitor.

What does it look like?

For all you visual folks out there, here are some [screen shots](#). Or directly preview it on your website- [Quick-Preview it here](#).

How do I get it?

Chitika | WhiteSpaceAd » Grab Widget

Enter your Chitika Username (to make sure you get paid)

Username:

Site Aligned: Site Width:

Chitika users: [LOGIN](#) and click the “Get Code” tab.



AD TYPE #7: Multi-Product Unit (MPU)

HP SI4278n 42-Inch Mediasmart High-Definition 1080p LCD TV
\$1899.99 at HP Home & Home Office
Free Shipping, In Stock, Home Office Solutions Direct f...

Canon EOS 400D / Rebel XTi Digital Camera with 18-55mm
\$589.00 at Dell
Free Shipping, In Stock, New

Canon PowerShot® S5 IS Digital Camera
\$299.99 at Dell
Free Shipping, In Stock, New

Chitika | MPU

What is this?

Similar to [Chitika | eMiniMalls](#), the MPU is a Pay-Per-Click ad unit that displays ads for various products. The big difference is that this unit shows multiple products instead of just one.

How does this differ from the original version of MPU?

This new MPU has a cleaner, more streamlined look and feel.

This unit will work great for you if:

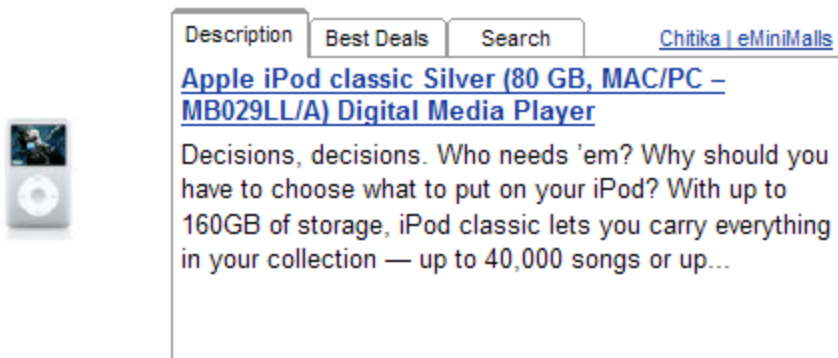
you have a product-based website or your site has product reviews.

How do I get it?

Chitika users: [LOGIN](#) and click the “Get Code” tab.

Not yet a user? [Sign up!](#)

AD TYPE #8: Chitika | eMiniMalls



The screenshot shows a Chitika eMiniMalls advertisement. On the left is a small image of an Apple iPod classic. To its right is a text box containing a product description: "Decisions, decisions. Who needs 'em? Why should you have to choose what to put on your iPod? With up to 160GB of storage, iPod classic lets you carry everything in your collection — up to 40,000 songs or up...". Above the text box are three tabs: "Description", "Best Deals", and "Search". In the top right corner of the ad unit, there is a link that says "Chitika | eMiniMalls".

What is it?

An interactive, (*mouse-over the tabs!*) product-based ad unit that pays per click (CPC). It features a product description, a list of (up to) three “best deals” from which to purchase, and a search box where your visitors can search for **millions** of products *without taking them away from your page*.

Any Special Features?

Geo-targeting allows your eMiniMalls to display product listings, deals and promotions from merchants in a visitor’s country and in their currency. Use this geo-targeting [preview tool](#) to see this in action.

See that [Chitika | eMiniMalls](#) link in the top right-hand corner of the eMiniMalls ad unit? That is your referral link; when someone clicks that link, signs up for Chitika, and starts using our service, **you will receive a bonus 10% of their revenue for 15 months!**

This unit will work great for you if:

you have a product-based website, your site has product reviews or if product-based ads compliment your content.

How do I get it?

Chitika users: [LOGIN](#) and click the “Get Code” tab.

Not yet a user? [Sign up!](#)



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