

# Smart Ad Unit Planning for Local, Independent Publishers



# The Classic Indy Setup

**Non-standard ad sizes**

**Too many small ads**

**100% run of site**

**100% share of voice**

**Some of these make sense for starting out, but fail to scale.**

# A Better Option

**Big, bold placements**  
**25%-50% SOV**  
**Mostly IAB Ad Sizes**  
**Split front, category,**  
**story pages**

**Give advertisers option for  
something they can't get  
anywhere else. Something  
that makes them proud.**

# Use an Ad-friendly Theme

- ✓ Responsive
- ✓ Ad-ready
- ✓ Widget-ready
- ✓ Everything else

In some cases, you may need a programmer to get what you want.

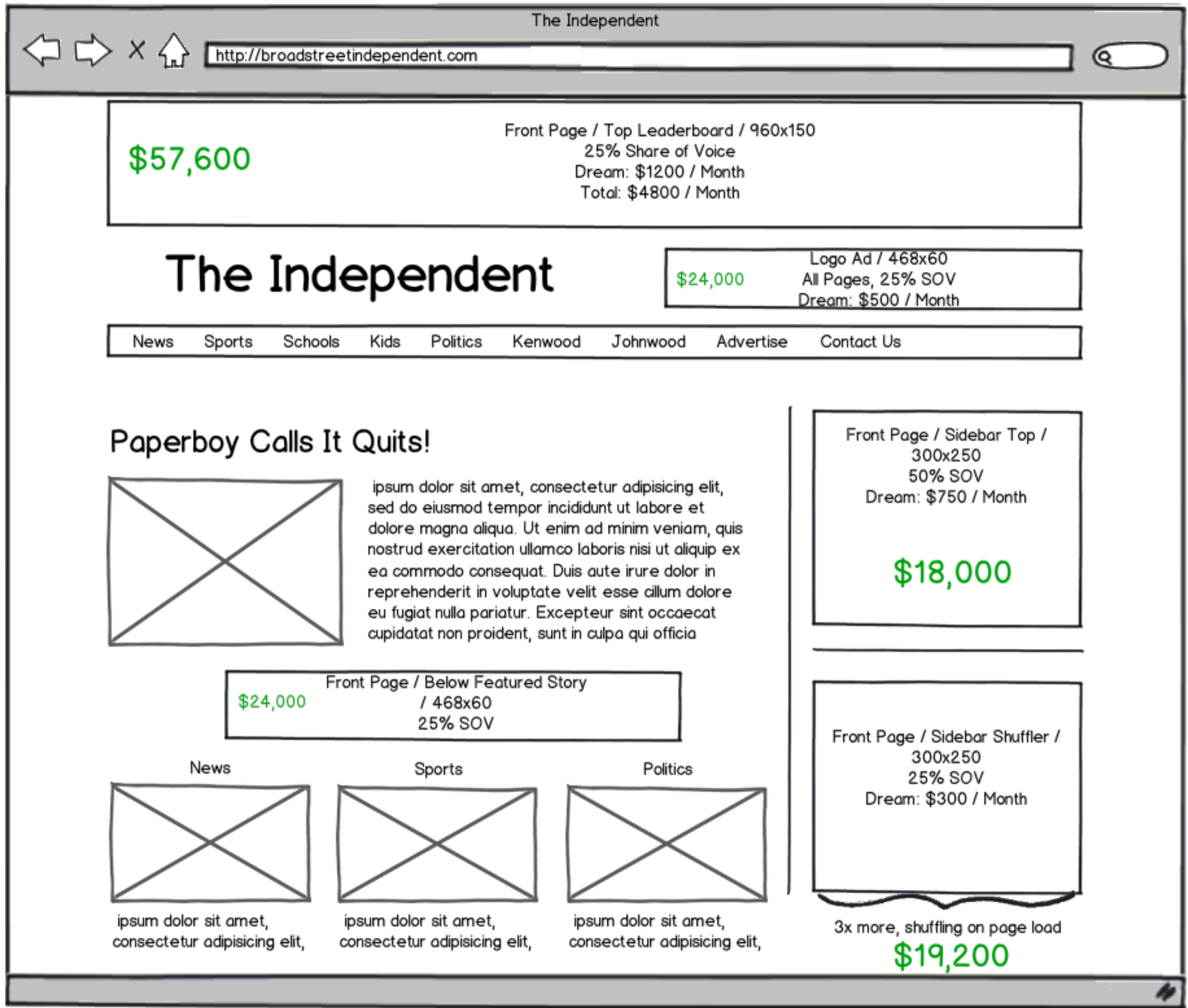
# ¡Importante!

**Your ad unit structure and rate card has a limiting effect on your overall revenue potential.**

**How high do you want that limit to be?**

# Tip: Plan for at least \$250k yearly capacity

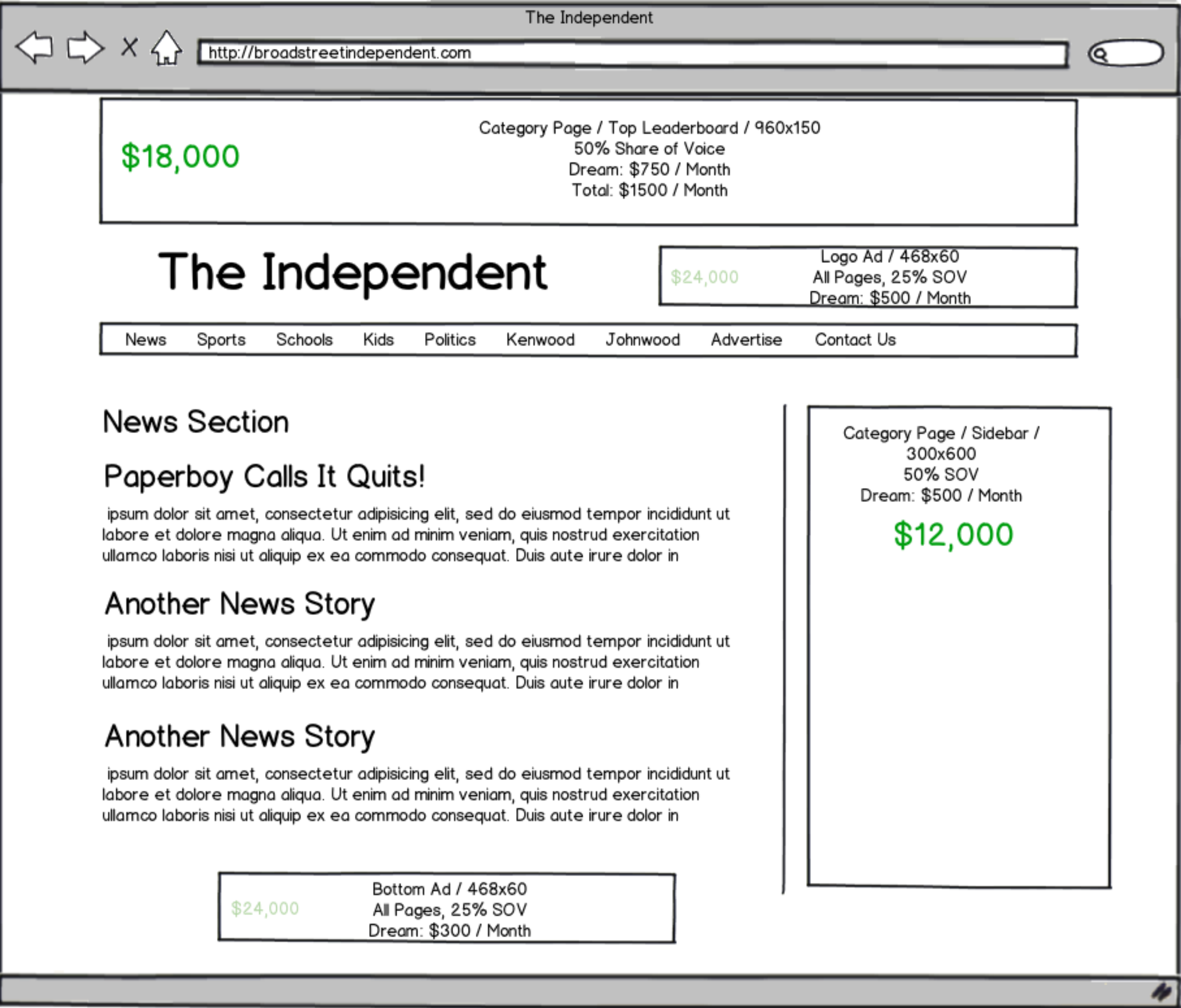
Too many advertisers and too few slots seems like a good problem to have, but it isn't.



# Mockup: Front Page

- Big, Bold Top Ad Spot
- Split Share of Voice
- Use of “shuffle”
- Projected revenue

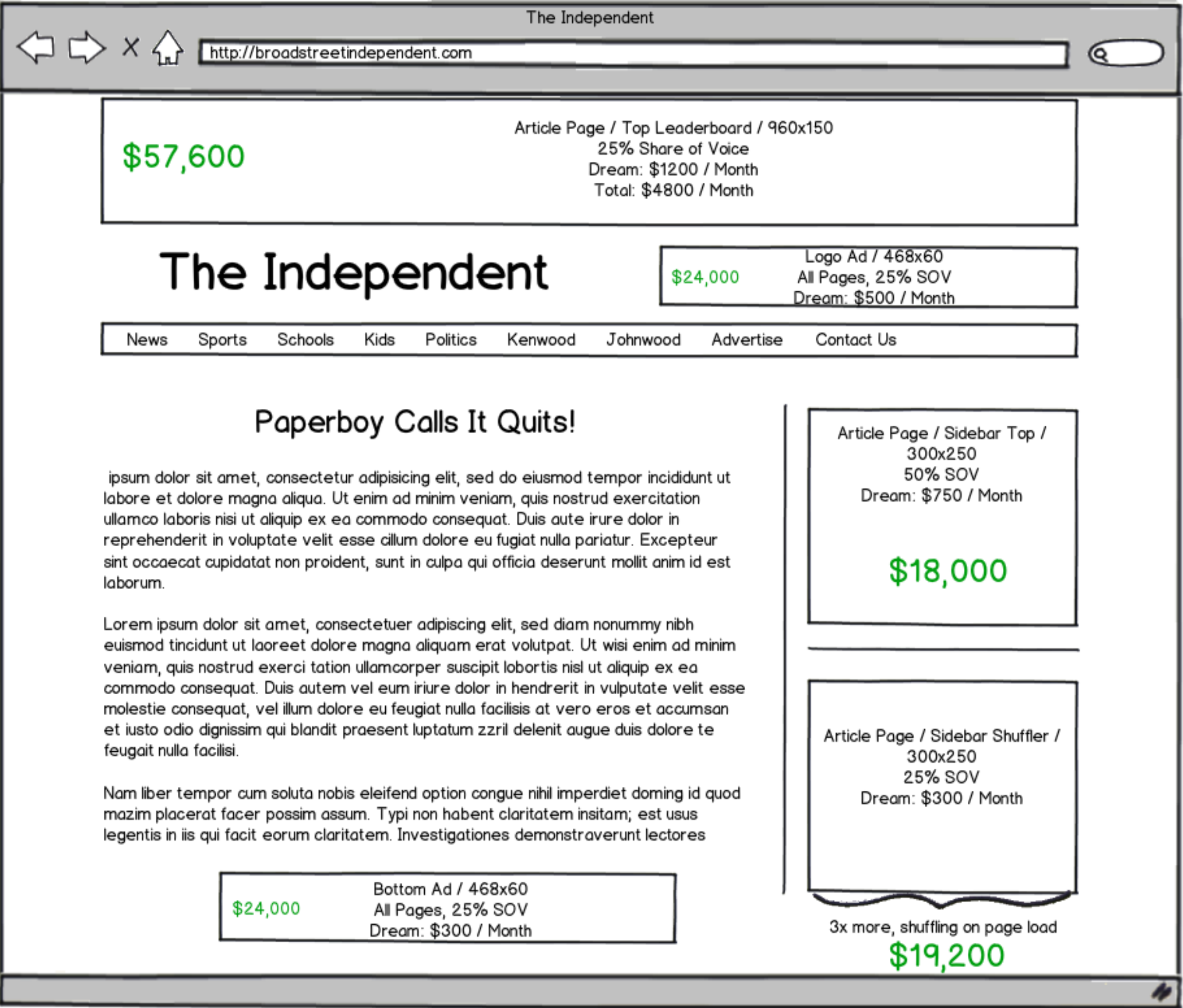




# Mockup: Section Page

- Less visited page
- Better pricing
- Monster sidebar slot
- Logo, Bottom ads are on all pages





# Mockup: Article Page

- A lot of traffic
- Premium top ad slot

Broadstreet Ads – An Introduction to Adserving

Zone / Slot Name	Page	Location	Size	SOV	Price / share / mo
Front Page / Top Leaderboard / 960x150	Front	Top Leaderboard	960x150	25%	\$1200
Front Page / Below Featured / 468x60	Front	Below Featured	468x60	25%	\$500
Front Page / Sidebar Top / 300x250	Front	Sidebar Top	300x250	25%	\$750
Front Page / Sidebar Shuffler / 300x250	Front	Sidebar Bottom	300x250	-	\$300
Category Page / Sidebar / 300x600	Category	Sidebar	300x600	50%	\$500
Category Page / Top Leaderboard / 960x150	Category	Top Leaderboard	960x150	25%	\$750
Article Page / Sidebar Top / 300x250	Article	Sidebar Top	300x250	25%	\$750
Article Page / Sidebar Shuffler / 300x250	Article	Sidebar Bottom	300x250	-	\$300
All Pages/ Logo Ad / 468x60	All	Logo Ad	468x60	25%	\$500
All Pages/ Bottom Ad / 468x60	All	Bottom	468x60	25%	\$300
Total	-	-	-		\$20,600 / mo

# Naming your ad units: [Page] – [Location] – [Size]

And the fewer the ad units, the easier it will be to manage in your adserver.

# Tip: Offer free slots instead of discounts

Nobody expects something free for long. But they expect discounts forever.

# Tip: Try to sell high-priced slots first

The shock of \$1200 slot makes a \$300 slot seem reasonable. Classic sales tactic of “contrast.”

# To Do

- Get A Pencil and Paper
- Plan Your Ad Units
- Get An Ad Server
- Read Our “Intro to Adserving”  
Presentation

Need help?

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