

Administering Ad Markers

Ad markers are a method to differentiate advertisements from content on a page. The CLEAR Ad Notice industry policy requires all display Y! O&O properties and partners to implement a graphical icon/text link (ad marker) in close proximity to all ads served.

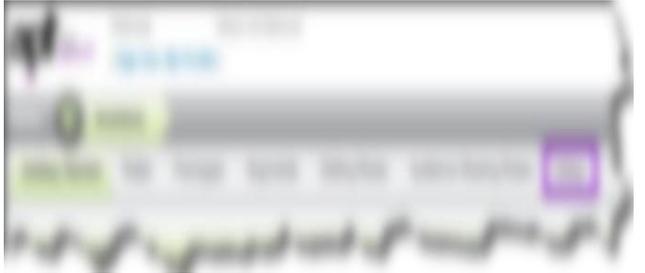
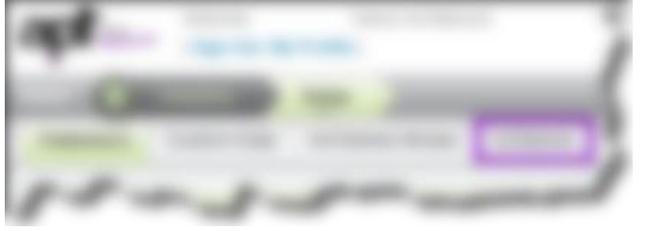
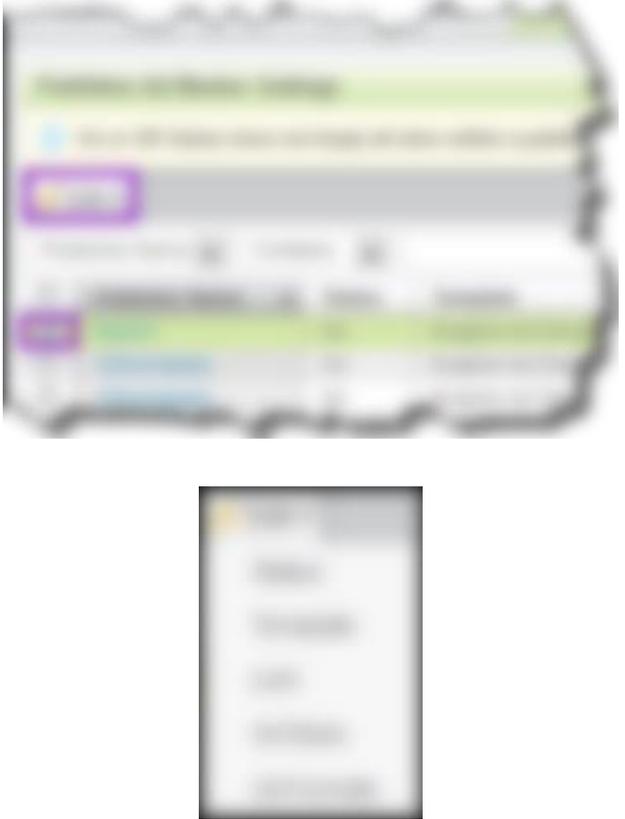
An example of an ad marker is shown below. The phrase AdChoices and the distinctive ad marker logo (AdChoices) identifies this Just Fab ad from the page content. Users can click here to get additional information, such as publisher information and opt-in/out selections, as well as provide feedback to the advertiser about the ad.

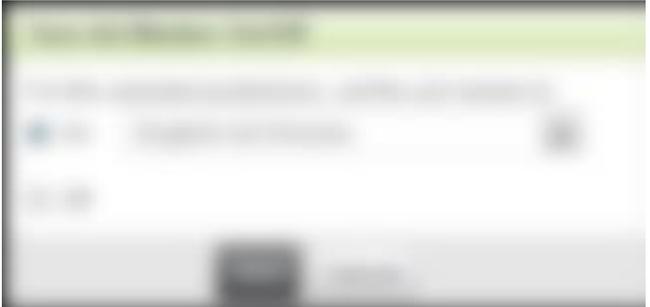
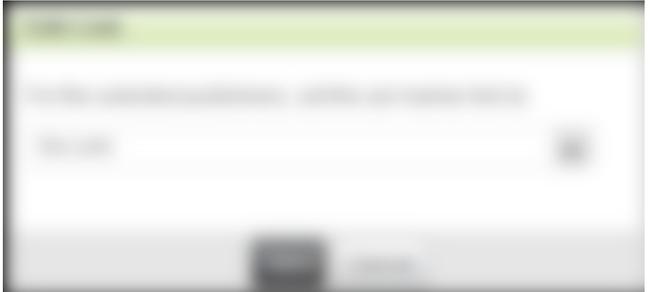
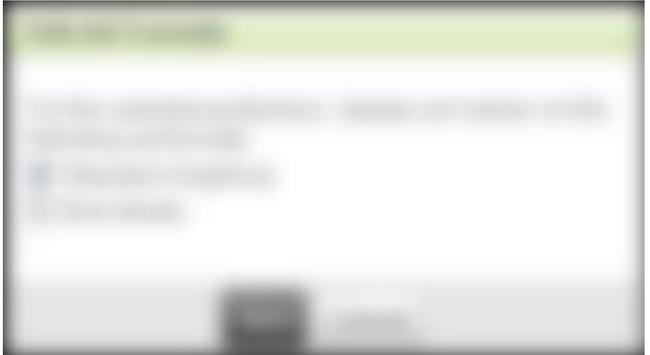


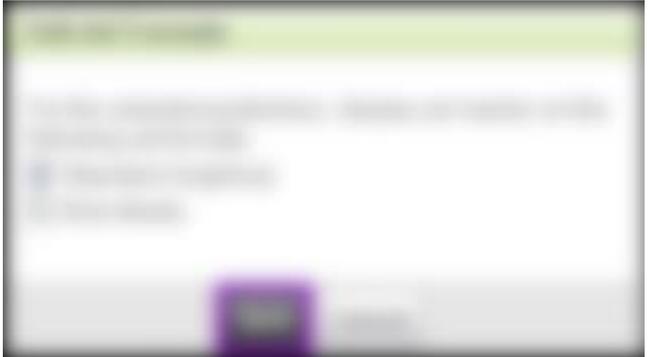
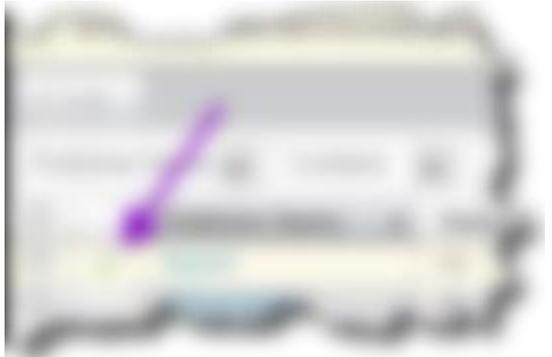
In APAC, the use of the standard "ADVERTISEMENT" ad markers varies by market/property. Some properties don't use ad markers, some use ad markers mainly on LREC 300x250 ads and others implement the ad markers on other ad sizes. Ad markers are not displayed on Frontpage ad units. All ad markers currently used are the localized language version of "Advertisement" but may be formatted or positioned differently.

Ad Tech supports the administration of ad markers by turning them on and off network-wide and adjusts the ad size requirements for publishers using IAB standard ad sizes.

| Administering Ad Markers | |
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| Step 1 | From the Apt menu, select X.  |

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| <p>Step 2</p> | <p>Select the X tab.</p> |  |
| <p>Step 3</p> | <p>Select the X tab.</p> |  |
| <p>Step 4</p> | <p>After choosing the ad marker(s) to update, click X.</p> <p>Note: You can edit the ad marker's status, template, link, ad sizes, and ad formats.</p> |  |

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| <p>Step 5</p> | <p>To change the ad marker's status or template, set the appropriate option.</p> |  |
| <p>Step 6</p> | <p>To change the ad marker's link, enter the X.</p> |  |
| <p>Step 7</p> | <p>To turn ad markers on and off based on ad size ...</p> |  |
| <p>Step 8</p> | <p>To change the ad marker's ad formats, select the appropriate option(s).</p> |  |

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| <p>Step 9</p> | <p>When the changes have been completed, click X on the applicable dialogue box.</p> |  |
| <p>Step 10</p> | <p>When prompted, click X.</p> |  |
| <p>Step 11</p> | <p>Ensure that the changes have been saved.</p> |  |