



## Member Guidelines

### What ad sizes are offered? Where do the ads need to be placed?

AGCG ads must begin "above the fold" to be visible without scrolling down. (We define "above the fold" as the top 768 pixels of your page.) Your blog must have at least one sidebar to accommodate ads. Your header image must be short enough for the sidebar ads to display "above the fold" on each page. AGCG ad units may not be used below the fold in sidebars, in the footer, or embedded within post content unless specifically requested. ***\*NOTE: If you currently belong to another ad program that requires placement above the fold please contact us so that we can let our publishers know you do not have that placement available.***

There are several ad sizes to choose from:  
125x125, 120x600, 250x250 and 300x250.

Additionally the AGCG Ad Network offers sponsored articles, contests, and text links.

### How does payment work for running ads?

- Your payment is linked to your page views, not reader click-through.
- Our ad campaigns pay based on CPM, which means a rate per 1,000 impressions (1 impression = 1 display of an ad on your blog when someone visits).
- Your revenue does not depend on ads being clicked, and we encourage you to check out the ads. There isn't a penalty for clicking, and you are eligible for any offers or contests being advertised.
- The total revenue you can expect is influenced by the CPM of current campaigns, how many campaigns we have, your percentage of non-U.S. blog traffic, and the types of ads you allow on your blog.
- Payment for sponsored articles and contests are determined individually.
- We send your ad revenue within 45 days after the close of the month as long as your balance is \$25 or more. (If it isn't, we roll it forward). For example, your January revenue would be sent to you on or before March 15. This payment will be deposited in your PayPal account.

### Can I control which ads show up on my blog?

You choose your preferences in your membership application.

Remnant ads from Google may appear to fill your page views that AGCG Ad Network does not fill with premium ads. We cannot apply your opt-out preferences to Google ads.



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### How does AGCG Ad Network promote my blog/website?

- We are creating a website exclusively for the AGCG Ad Network.
- Our editors select at least one of your substantive posts to be featured in the "headlines".
- Headlines from the network will be displayed on the Meet the Publishers pages on AGCGAdNetwork.com.
- Traditional and social media will be used to promote the AGCG Ad Network and its publishers.

### What other benefits does the network offer?

As we grow we hope to offer other programs:

- brand ambassadorships
- research
- contests
- reviews
- giveaways
- share-your-story programs
- Twitter/Facebook promotional campaigns
- product review programs

### What rules does my blog need to follow?

- We require that blogs in our network do not publish adult content.
- It is fine to use profanity on your blog. However, we cannot put your post in the headline links if the title contains profanity. Some advertisers ask that their campaigns not run on sites that use profanity.
- Blogs in our network must not be password protected, and they must accept comments. Requiring readers to create an account before commenting is fine. If a situation requires that you make your blog invitation-only or close comments, either temporarily or permanently, please [contact us](#).

### How often should I update my blog/website?

- We ask that members update their blogs/websites on a weekly basis or more, so that we fulfill our commitment to advertisers to publish their ads on current, regularly updating social sites.



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- If your blog has not been updated in one month, we may contact you and temporarily suspend your ads until you begin posting again. Our editors will check your blog regularly so

we can reinstate your ads once you've updated, or you can email us when you have posted again.

- If life events are keeping you from updating regularly, please [contact us](#) and we'll be happy to discuss your options. Otherwise, if you have not been able to update for three months, we will contact you and close out your account so we can pay out any remaining balance.

### Can I cross-post my blog posts elsewhere too? What about guest posting?

- We ask the content on your blog not be completely cross-posted or duplicated in full to another blog or website. While an occasional cross-post or reprint is fine, we offer our advertisers the opportunity to sponsor original, unique content.
- Promoting your blog on Facebook and Twitter is fine.
- Guest posts from others on your blog are fine, as long as they are not paid content. And, of course, you can write guest posts for other blogs.

### Can I run ads from another provider too?

- Yes, but we ask that any other graphic advertising appear only below the fold (the 768 pixel line) on your site. This includes graphic ad banners, boxes, and badges for sponsors who are helping to send you to conferences or other events, or affiliate program ads.
- **\*NOTE: If you currently belong to another ad program that requires placement above the fold please contact us so that we can let our publishers know you do not have that placement available.**
- There is an exception to this:

*You may have a graphic promotional banner for a book that you have written, a product that you have made, another blog that you write, or a favorite cause in the top 768 pixels as long as it is unpaid, smaller than the AGCG Ad Network ads, and doesn't push your AGCG Ad Network ads out of the right placement.*

- We ask that you do not embed ad units within post content unless specifically asked.
- You may have text ads anywhere in your sidebars or elsewhere outside of your post content, including the top 768 pixels. A text ad is a plain or linked text ad with no graphic elements.

### Can I post product reviews and giveaways?

We always allow the following types of reviews or giveaways on a page with AGCG Ad Network ads:



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- Items you made, purchased yourself, or received as a gift from family or friends. There are no restrictions on these reviews or giveaways.
- Paid reviews or giveaways arranged through the AGCG Ad Network.

Members of the AGCG Ad Network may also host product reviews and giveaways of products donated by companies or PR firms, on blog pages with AGCG Ad Network ads, when they meet these criteria:

- The product review or giveaway does not come from a competing publishing or review network.
- Your review or giveaway is predominantly editorial content, not mostly PR copy and company-provided images.
- There is no other compensation received by you beyond one item for you to review and a handful to giveaway. (If you do get additional payment in the form of gift cards, travel, lodging or cash, you can still always put the product review or giveaway on an AGCG Ad network -ad-free page.)
- You must clearly disclose that the item is being provided to you, and your relationship with the company providing the item. If you have not tested the product yourself, please clearly disclose that fact as well.

We recommend that all AGCG Ad Network Publishers create an ad-free space to post content that isn't allowed alongside AGCG Ad Network advertising. This is a great solution for those of you who want to participate in our network and still take part in other opportunities that come your way. We want you to have it all!

For any post that must be on a page without AGCG Ad Network Publishing Network ads, you may have a 1-3 sentence "teaser" showing on a page with ads that links to the ad-free post, and you may include 1-2 of your own images in that teaser post.

### **How to create ad-free pages for your WordPress blog**

For any of your ads that are installed in Widgets, your best option is to use the [Widget Logic plugin for WordPress](#). (Instructions for ads that are coded directly in template files and ads in the Thesis theme multimedia box can be found below.)

**Step 1: Install the plugin.** Download the plugin file from the page linked above. In your WordPress dashboard, click on "Add New" under Plugins. Click on "Upload" under Install Plugins. Browse to the location of the downloaded file and select it. When the plugin has been installed, click "Activate."

**Step 2: Create a category for ad-free posts.** Under Posts, click on "Categories." Name the category whatever you want, but keep in mind that it will be visible to others.



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**Step 3: Get the category's ID number.** This shows [how to find the ID number.](#)

**Step 4: Add code to the ad widget.** This shows [where to enter the code.](#) Go to the widget that has your AGCG Ad Network Publishing Network ad code. The code you want to put in the widget logic field is this:

```
!( is_single() && in_category('#') )
```

Where you replace # with your category ID number.

**Step 5: Check your work.** Once you have put in the widget logic code and saved the widget, check your home page.

**Step 6: Making posts ad-free.** For any posts that need to display on pages without AGCG Ad Network ads, put them in the new ad-free category. They can go in other categories as well. When writing the post, you can include 1-3 sentences and 1-2 of your OWN images (not images provided by the company/PR firm) and then insert a "break" with the button to the left of the spell check button. The rest of the post should be after the break, so that readers must click through to read the content. The "teaser" text will display on your home page, and then the rest of the post will display on a page without the AGCG Ad Network ads.

### Ads within template files.

For any ads within template files, they can be suppressed for posts in the given category by adding this code before the ad code:

```
<? if (!( is_single() && in_category('#') )) { ?>
```

And this after the ad code:

```
<? } ?>
```

Where # is replaced by your category's ID number.

### Thesis theme multimedia box / Open Hook

You can use Widget Logic to suppress ads in the multimedia box which is used in the Thesis Theme, if you first widgetize that box. Here are [instructions on turning that box into a widget.](#)

If you are using Open Hook, you don't have to widgetize your multimedia box. Instead you can simply select "Custom Code" for your multimedia box and put your ad code in the Open Hook multimedia box. Check off "execute PHP on this hook" and then use the code above for ads placed directly in template files.

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### How to create ad-free pages on Blogger/Blogspot

On Blogger, you will need to create a parallel blog without ads. This will not be a full second blog for you to promote separately (unless you want to), but rather an annex where you can post anything that needs to be on an ad-free page. You can link to any posts on the secondary blog from a "teaser" post on your main blog.

(Note: these instructions are valid for new Blogger, both the older templates and the new Template Designer.

**Step 1: Create a second blog.** Log in to your existing Blogger account and go to the Dashboard. Click "Create a Blog" at the top right of your list of blogs. Pick a new name for your review blog.

**Step 2: Copy your blog's template to the new blog.** In your main blog, click on "Design" and then "Edit HTML." Copy the entire contents of your HTML template. Go to your second blog, click on Design and then "Edit HTML." Replace the entire content of the second blog's template with what you copied from your main blog.

**Step 3: Adjust the appearance of the second blog.** If you don't already have a copy of your blog's banner image on your computer, go to your main blog and right click on it to download and save it. Then go to your second blog and click on "Design," then "Page Elements." Click "edit" on the header gadget to upload the header image.

**Step 4: Adjust sidebar and template of second blog.** Remove the gadget that held the AGCG Ad Network code on your main blog. If you have any AGCG Ad Network ad code that's directly in the HTML template, such as a banner ad, remove that code as well.

Many of the sidebar gadgets you have on your main blog won't make sense on your second blog, such as Recent Posts, Followers, Favorites, and anything else that is specific to your main blog. Delete those gadgets. If you have other gadgets you'd like to keep on your review blog, such as badges, you may have to re-load their content by copying them from the main blog.

You should also ADD a Feed gadget to display the last few posts from your main blog. When adding that gadget, simply put the URL of your main blog in the field for Feed URL.

**Step 5: For any posts that need to display on pages without AGCG Ad Network ads, first publish the content in its entirety on the second blog.** Then on your main blog, create a new "teaser" post that is 1-3 sentences and then you can link to the published post on the ad-free second blog. The teaser post can also include 1-2 of your OWN images (not images provided by the company/PR firm.) If the post on the second blog is a giveaway, please CLOSE comments on your teaser post so that people click through to the full post and enter there to win.

If you have an **already-published post** that has comments, do NOT delete that post on your main blog. Instead, copy the entire content over to a post on the second blog and set the publishing date to the same as the original post. Publish that post on the second blog. Then edit down the post on



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your main blog to make it into a "teaser" and then link to the rest of the content in its new home on the second blog. If you already have comments, you'll have to leave them where they are, there's no good way to move them to the new post.

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### **How to set up ad-free pages on TypePad blogs**

On TypePad, unless you are using Advanced Templates, you will need to create a parallel blog without ads. This will not be a full second blog for you to promote separately (unless you want to), but rather an annex where you can post anything that needs to be on an ad-free page. You can link to any posts on the secondary blog from a "teaser" post on your main blog.

**Step 1: Create a second blog.** In the menu at the top of the page, go to Blogs and then click "Add a blog." Choose a name, folder, and visibility setting for your second blog, then click "Create Blog."

**Step 2: Create a design for your review blog.** Click on the Design tab. Scroll to the bottom of the page and find your main blog's current design under Your Designs. Next to that design, click on the arrow next to Actions and then click on "Duplicate." You should now see an entry in Your Designs called "Copy of" and then whatever your main blog design's name is. Click on the arrow next to Actions for that copied design and then click on "Apply."

**Step 3: Remove the AGCG Ad Network ads from your second blog.** Click on the arrow next to Customize and then click on "Content." This will bring you to the screen where you can move or delete modules from your sidebar. Any changes you make here will apply to your second blog, not your main blog, which is still using the original design. Click on the red circle with an X in it, next to the sidebar module that contains your AGCG Ad Network Publishing Network ads. Then click Save Changes.

**Step 4: Adjust sidebar content.** Some of the sidebar modules you have on your main blog won't make sense on your second blog, such as Recent Posts, and anything else that is specific to your main blog. Delete those modules.

You should also ADD a module to display the last few posts from your main blog. Under Categories in the list of available modules, select "Your Feeds." RSS/Atom Feed should then be highlighted by default in the Modules column. Click on "Add This Module" under Details, and enter the URL of your main blog. You may want to change the title field in the next box to "Recent Posts" or something else before clicking OK.

**Step 5: Making posts ad-free.** For any posts that need to display on pages without AGCG Ad Network ads, first publish the content in its entirety on the second blog. Then on your main blog, create a new "teaser" post that is 1-3 sentences and then you can link to the published post on the ad-free second blog. The teaser post can also include 1-2 of your OWN images (not images provided



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by the company/PR firm.) If the post on the second blog is a giveaway, please CLOSE comments on your teaser post so that people click through to the full post and enter there to win.

If you have an **already-published post** that has comments, do NOT delete that post on your main blog. Instead, copy the entire content over to a post on the second blog and set the publishing date to the same as the original post. Publish that post on the second blog. Then edit down the post on your main blog to make it into a "teaser" and then link to the rest of the content in its new home on the second blog. If you already have comments, you'll have to leave them where they are, there's no good way to move them to the new post.

### Advanced Templates

If you have an Advanced Template in TypePad, you can write your reviews on Pages instead of as blog posts, and edit the Page template so that AGCG Ad Network Ads do not appear. Here's how to do it:

In the default Advanced Template for Pages in Typepad, one line of code that references "sidebar.inc" pulls in the sidebar for one column blogs.

For two column blogs, there is a line of code for each sidebar, referencing "sidebar1.inc" and "sidebar2.inc".

To edit the sidebars that appear on your Pages, but not affect the rest of your blog, you can either:

a) create a new sidebar template module called "review-sidebar.inc" that contains all of your sidebar content minus the AGCG Ad Network Ads and edit the appropriate line(s) of code in the Page Template to include that template module instead of your regular sidebar (check TypePad Help for more information)

OR

b) delete that line of code in the Page Template and paste in the code for your sidebar elements directly, minus the AGCG Ad Network Ads code.

This will affect all of your Pages, not just your review pages. So instead, you could simply set up a parallel blog with the same templates if you prefer.

*- Instructions for creating an ad-free page was created by Liz Henry, 7/7/2008, updated by Skye Kilaen 9/28/10 of Blogher.com*

### Can I post about affiliate programs or use affiliate links in my posts?

- You can post about affiliate programs as long as these posts are predominantly editorial and in your own words, include full disclosure, and do not contain ad units from the affiliate.
- You may use affiliate text links in posts.



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- Badges or images used to illustrate an editorial post with product images can include affiliate links, but the images need to be products that are specifically discussed in the post.

### Can my blog have independent sponsors in addition to AGCG Ad Network ads? What can I offer my sponsors?

- Yes! You may work with companies independently to sponsor your blog. Please place any graphic ads for these sponsors in the sidebar below the fold.
- ***\*NOTE: If you currently belong to another ad program that requires placement above the fold please contact us so that we can let our publishers know you do not have that placement available.***

### What about posts that I'm paid to write, in cash or other compensation such as merchandise or travel?

- Paid content created for an AGCG Ad Network advertiser may run alongside our ads. Reviewers participating in these programs will receive full instructions from us on how to post the reviews according to our guidelines.
- If you've been asked to publish a post on your blog in exchange for a payment of cash, goods, services, or gift cards, we ask that this content run on your ad-free pages.

### What should I do to keep my AGCG Ad NetworkAds.com account updated?

- To change your name or the payee name for your account, please [email us](#).
- If you are changing your blog's name or URL, please [email us](#).
- If you are changing your PayPal email address, changes made by the end of the month will be reflected in the next month's payments. Please [email us](#).

### How long is the AGCG Ad Network Publishing Network contract? How do I leave the network?

- The AGCG Ad Network Publishing Network contract is for one year. The contract automatically renews in the absence of 60 days notice.
- Please [contact us to discuss leaving the network](#).

**These guidelines are based on the BlogHer Publisher Network which we admire as the premiere advertising network for women bloggers.**