



Re: Thanks for applying!

From Cade allen <cadegallen@gmail.com>

Date Thu 2/12/2026 3:36 PM

To Monetization Specialists Monumetric <sales@monumetric.com>

1 attachment (476 KB)

HDOCI Screenshot.png;

Hi Samantha,

Thanks for your note. I want to address the tier placement and traffic concerns so we can move forward on the right foot.

On the Traffic Legitimacy Question:

You asked if I'm purchasing traffic because most of my visitors are from the US. I'm not—and I'm happy to provide proof.

PennyCentral serves the Home Depot penny deal community. Home Depot is a US retailer, and the penny deals phenomenon is almost exclusively American. I'm an administrator of the "**Home Depot One Cent Items**" Facebook group (<https://www.facebook.com/groups/homedepotonecent>), which has **63,000 members**. The website is an extension of that community, which is why 97.6% of my traffic is US-based. Screenshot of the Facebook group is included (see attached).

My traffic sources confirm this is organic:

- 57% Direct (bookmarks/typed URL—can't be faked)
- 22% Organic Social (referrals from the Facebook group)
- 13% Organic Search (Google sending users for queries like "penny central" and "home depot penny items")
- 1% Referral (other sites linking to me)

Engagement metrics further disprove purchased/bot traffic:

- Bounce rate: 18-28% on core pages (purchased traffic is typically 80-95%)
- Avg engagement time: 1-2+ minutes (bots don't linger)
- Pages per session: 1.54
- Scroll events: 53% of users actively scrolling

I'm happy to provide:

- Read-only Google Analytics access
- Proof of Facebook group admin status
- Additional engagement or retention metrics

If there's a specific data point you need to verify legitimacy, let me know and I'll get it to you.

On the Tier Placement:

I want to make sure I'm being evaluated against the criteria Monumetric publishes. Here's where I'm confused:

Your join page (monumetric.com/join), **application form**, and **every third-party publisher review** I've read say the qualifying metric is **monthly pageviews**:

- Propel: 10K-80K pageviews
- Ascend: 80K-500K pageviews

My current traffic is **85,000 pageviews** in the most recent 28-day period (Jan 14 - Feb 10). That puts me in the Ascend range.

In your Feb 4 email, you mentioned you "look at the session pageviews." In your Feb 11 email, you said you "look at the active users." These are different metrics, and neither one matches what's published on your website or in your Terms & Conditions.

Regarding the consistency requirement:

I understand wanting to see sustained traffic before tier placement. However, **Section 12.9 of your Terms & Conditions** specifies that the two-consecutive-month requirement applies to "**Propel sites**" qualifying for "**graduation**" into Ascend.

I'm not a Propel site yet—I haven't paid the \$99 setup fee, haven't gone live, and haven't served a single ad impression. I'm still in the application phase. My traffic grew from ~75K to 85K pageviews during the approval process.

Your published application criteria don't mention a historical consistency requirement for new applicants —just "Monthly Pageviews (According to Google Analytics)" with tier ranges.

So here's what I'm asking:

Can you clarify the actual qualifying metric for Ascend? If it's pageviews (as published), I'm at 85K and would qualify. If there's a different metric or a consistency requirement for new applicants that isn't documented on your join page, I'd appreciate seeing that in writing so I know exactly what I'm working toward.

I'm not trying to cause friction here—I just want to be evaluated against the criteria you advertise, and I want to make sure we're both working from the same rulebook.

Let me know what you need from me to move this forward.

Thanks, Cade

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Monetization Specialists Monumetric <sales@monumetric.com>

Sent: Wednesday, February 11, 2026 5:23 PM

To: cadegallen@gmail.com <cadegallen@gmail.com>

Subject: Re: Thanks for applying!

Hi Cade,

Thanks for all of this information. As I mentioned before, we look at the active user,s which is around 17K, and wouldn't qualify for our Ascend Program, especially because this is even lower in November and December, and we want to see this consistently for at least 3 months. If you still want to move forward, you would need to pay \$99.

Also, as I reviewed your site again to see if it could be considered for our Ascend Program, I noticed that almost all your traffic is US. Is there a reason for this? This seems like you could be purchasing

traffic, which would be a concern.

Please let us know. We look forward to hearing from you.



Samantha Melaney

Publisher Success Associate
42 N 650 W Farmington, UT 84025

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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 2/11/2026, 4:29 PM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

I've reviewed the full ad strategy and I'm ready to move forward with everything as proposed. Attached is a screenshot of my current GA4 dashboard for reference.

All ad units approved:

- Leaderboard
- Flight (in-content)
- Sidebar flex ads
- In-screen (sticky bottom)
- Pillar
- Interstitials (enabled from day one)
- VOLT Video

Tier placement - Ascend qualification: Before your team begins configuration, I want to confirm my program tier. As you can see in the attached screenshot, my last 30 days show 85K views, 25K sessions, and 17K active users - all up significantly from the previous period (views up 99.3%, sessions up 72.6%, users up 42.7%). That puts me well above the 80k pageview threshold for Ascend. I was originally placed in Propel, but my traffic has grown past that tier. Can you confirm I'll be moved to Ascend with its customized ad strategy, ad ops support, and updated revenue terms?

Technical context for your dev team (not WordPress): My site is a custom-built Next.js application (React/server-rendered). Key things your team will need to know:

- **Framework:** Next.js (App Router) deployed on Vercel
- **Routing:** Client-side navigation between pages (single-page app behavior). Ad scripts will need to handle route changes without full page reloads.
- **Page templates your script will encounter:**
 - / (homepage) - moderate content length

- /penny-list - highest traffic page, dynamic/live-updating list content
- /guide/* - long-form article pages (best candidates for Flight + VOLT)
- /sku/* - hundreds of individual product pages, short-to-medium content
- /store-finder - interactive map page
- **Mobile-dominant:** ~80% of traffic is mobile

Pages to EXCLUDE from all ads:

- /report-find (community submission form)
- /login and any /auth routes
- /privacy-policy, /terms-of-service, /support
- /api/* routes

Page-specific preferences:

- /penny-list: Highest traffic, mostly quick mobile check-ins (~80 seconds). Would like to discuss Flight ad spacing here since it's a dynamic list, not a traditional article.
- /guide/* chapters: Long-form, high engagement (18-21% bounce rate). Ideal for Flight, interstitial, and VOLT.
- /guide hub (landing page): Standard ads, but no VOLT.
- /sku/* pages: Standard ads. These have very low bounce rates (2-7%) and there are hundreds of them.

Questions for your team:

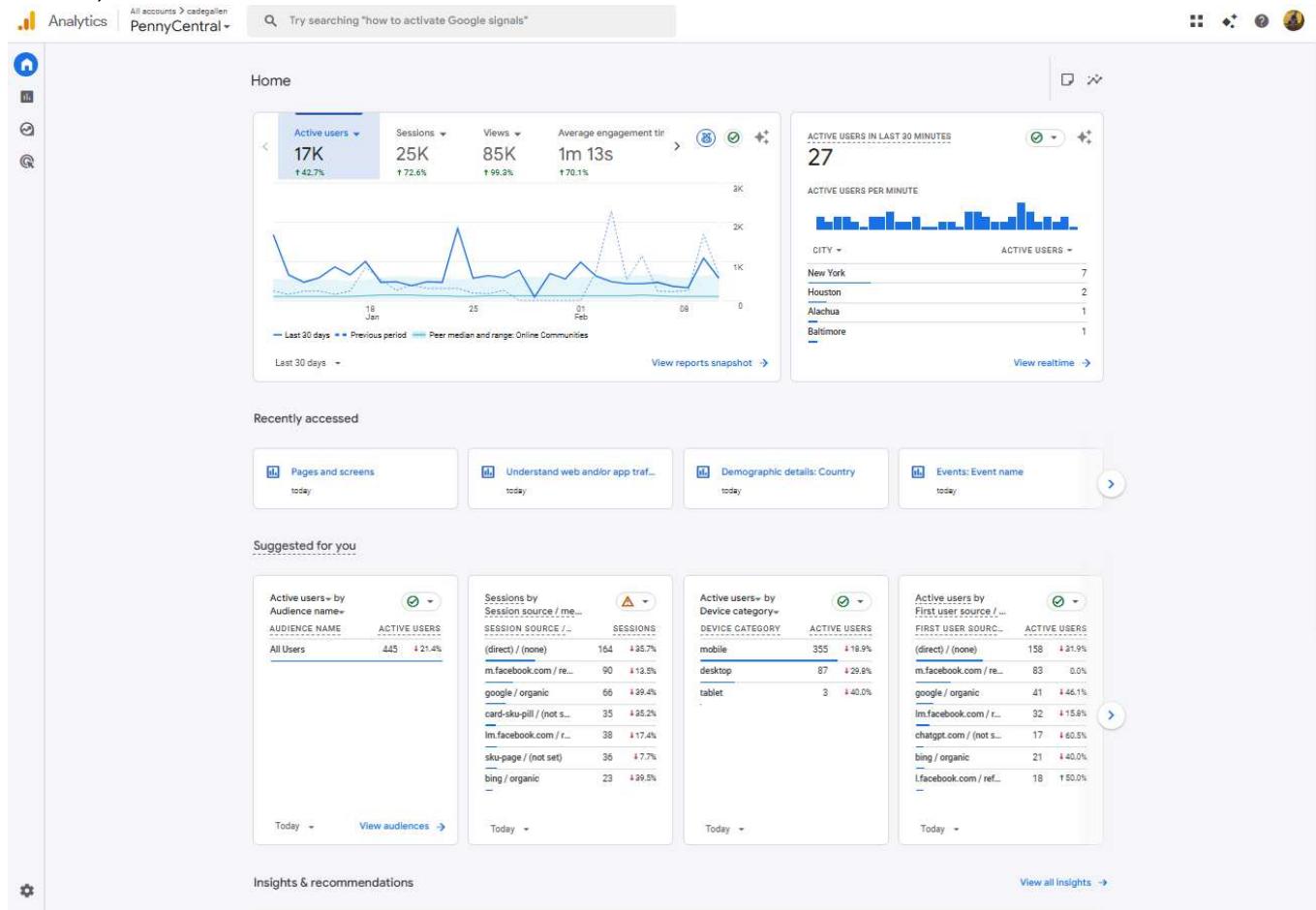
1. How does your script handle client-side navigation in a single-page app? Will it need a hook for route changes, or does it detect them automatically?
2. Does VOLT autoplay? If so, is it muted by default?
3. What's the default Flight ad spacing threshold, and can we set different density per page template?
4. What do you need from me to get started - a staging/preview URL, access to add a header script, specific div placements, or something else?

Traffic summary (last 30 days):

- 85K pageviews / 25K sessions / 17K active users
- 97.6% US traffic
- ~80% mobile
- 57% Direct, 22% Social, 13% Organic Search
- Core page bounce rates: 18-28%
- Growth: all key metrics up 40-100% vs previous period

Ready to go whenever your team is. Let me know what you need from my end.

Thanks, Cade



From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Monetization Specialists Monumetric <sales@monumetric.com>

Sent: Wednesday, February 11, 2026 11:38 AM

To: cadegallen@gmail.com <cadegallen@gmail.com>

Subject: Re: Thanks for applying!

HelloCade,

I have good news: your site has been approved by our ad providers. :) I'd like to review your ad strategy with you.

Below, I've included for you a comprehensive outline of the ad strategy we will be implementing on your site. When creating this strategy, we take into account many criteria, such as mobile vs. desktop users, time on page, site layout, browsers used, and much more.

SmartZones

Monumetric SmartZones is a proprietary ad-serving technology that intelligently optimizes each of your ad spaces for maximum revenue. Having this tech on your site ensures you don't miss out on premium CPM advertising campaigns that may require specific or custom ad sizes that may not have been configured in a traditional ad zone.

SmartZones create higher bid competition from advertisers, which drives up CPMs and enables our pricing engines to sell your ads for the highest possible prices, all without taking up any additional

space on your page or shifting content.

Here is a breakdown of what your strategy could look like, by ad type:

- **Leaderboard:** High-performing unit designated to be above content. 728x90 (desktop and tablet) and 320X50 or 320 X100 (mobile).
- **Flight:** In-content dynamically placed ads: Our Flight technology will scan the page and create custom ad placement based on word count or pixel count threshold. It does not interfere with user experience flow and will populate based on your preset parameters. This will intelligently generate ad units for both desktop and mobile users. 728x90, 300X250, and 320X50 (desktop), 300X250 and 320X50 (tablet), 320x100, 320X50 and 320X50 (mobile).
- **Sidebar (flex ads)** Desktop: These ads will fire in 1 of 3 non-intrusive sizes depending on the device (300X250, 300X600, and 160X600). Sizing depends on the device and which size gets the highest bid.
- **In-screen:** This one is a big one for you. This 728x90 (desktop and tablet) and 320X50 or 320X100 (Mobile) unit floats at the bottom of the screen. It can be closed by selecting "Close" in its top right corner.
- **Pillar:** A 160x600 ad (may flex to a 300x250 or 300x600 upon request) that takes advantage of the underutilized corners of the screen to display a highly viewable ad. Pillar ads only run on desktop, resulting in improved CPMs but fewer impressions due to it not running on every generated pageview.
- **Interstitial** - mobile, tablet, and desktop: Interstitial ads are high-performing, full-screen ads that cover the interface of your site. They're typically displayed at natural transition points in the flow of an app, such as between activities or during the pause between levels in a game. Because of the high attention required for this ad, it is set at a frequency of 1 ad per visitor per hour. Once you opt-in, you will be in control of increasing revenue for your site by toggling this ad on (and off) at your convenience.
- **VOLT VIDEO:** We offer a premium video product called VOLT, which supports pre-roll and mid-roll video ads. Our video ads perform anywhere from 2-6x what a typical display ad would earn in that same placement. The best part about VOLT (besides the revenue potential) is that we provide all of the highly engaging content that matches your niche for you. We have a mix of niche-specific content and top-tier editorial content to ensure your audience sees as relevant video content as possible.

Please let me know if you have any preferences we should consider. I will submit this strategy to our team to begin configuring the ad code we'll use for your site's ad implementation.

In case you need it, [here is a link to our ads catalog](#), which details Smartzones and our available ad sizes and units. Keep an eye on your console; you will be able to see what we are doing here on our end and if we need anything from you.

Please let me know if you have any questions!



Samantha Melaney
Publisher Success Associate
42 N 650 W Farmington, UT 84025
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----- Original Message -----

From: [cadegallen@gmail.com]
Sent: 2/10/2026, 4:04 PM
To: sales@monumetric.com
Subject: Re: Thanks for applying!

Thanks a lot! I genuinely appreciate your help!

[Sent from Yahoo Mail for iPhone](#)

On Tuesday, February 10, 2026, 5:46 PM, Monetization Specialists Monumetric <sales@monumetric.com> wrote:

Hi Cade,

Thanks for checking in. I checked in with our Approvals Team again, who said we are waiting on Google and we should hear in a week (if not sooner). After the site has approved, it is usually around a week to a week and a half turnaround before ads are live.

Please let us know if you have more questions.

Thanks,



Samantha Melaney
Publisher Success Associate
42 N 650 W Farmington, UT 84025
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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]
Sent: 2/10/2026, 12:46 PM
To: sales@monumetric.com
Subject: Re: Thanks for applying!

Hi Samantha,

Hope you're doing well. I wanted to check in for a quick status update and a realistic ETA on the Google approval step for PennyCentral.

I know you mentioned you were waiting on Google support. Since it's been about a week, could you confirm:

- 1) Have you heard back from Google yet?
- 2) If not, what response window are you typically seeing right now (days vs weeks), and when should I expect the next update?
- 3) Once Google clears, what's the usual timeline for ad strategy, tag/script setup, and going live?

Since our last update, I've made significant site changes specifically to address the "low-value content" concern and improve approval likelihood. If you need screenshots or anything else to support the review, I can send it immediately.

Thanks again,
Cade
pennycentral.com

On Wed, Feb 4, 2026 at 4:52 PM Monetization Specialists Monumetric <sales@monumetric.com> wrote:

Hello Cade,

Thank you for this information. We are still waiting to hear back from Google support. Once we do, we can let you know what they say, and I can pass on these changes you have made.

As far as our Programs, we look at the session pageviews so your site would still be considered our Propel Program.

Thanks,



Samantha Melaney
Publisher Success Associate
[42 N 650 W Farmington, UT 84025](#)
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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 2/3/2026, 4:08 PM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hi Samantha,

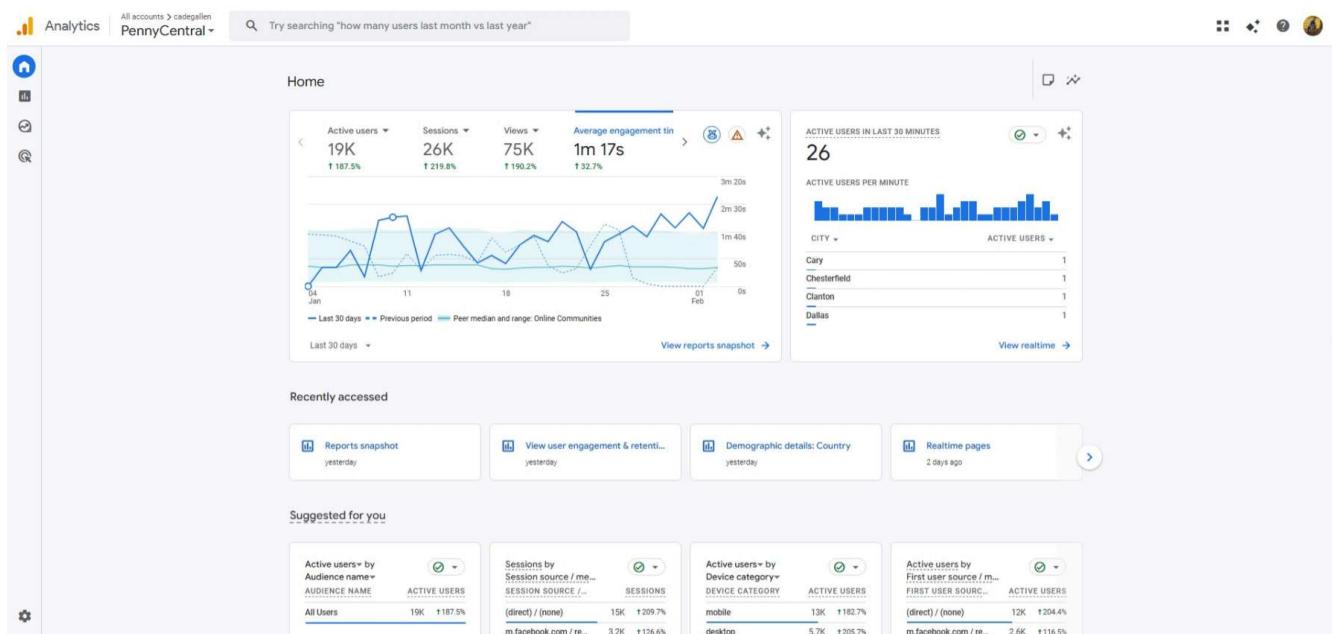
Hope you're well.

To fix the low-value content issue affecting MCM domain approval, I've removed thin pages, reduced my sitemap to 23 high-quality pages, and split my main guide into 6 detailed sections.

Site traffic: 75k monthly pageviews, projected 80k+ by Feb 6.

Does this qualify me for the Ascend program? If yes, would it prioritize the review/resubmission process?

Happy to provide analytics screenshots or Facebook group proof.



Thanks!

Best,
Cade
pennycentral.com

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Monetization Specialists Monumetric <sales@monumetric.com>
Sent: Tuesday, February 3, 2026 12:51 PM
To: cadegallen@gmail.com <cadegallen@gmail.com>
Subject: Re: Thanks for applying!

Hi Cade,

Thank you for reaching out and completing the MCM process. I am not seeing the update yet about the "low value content," yet but I appreciate you letting me know. I have asked our Approvals Team to look into this and see if they think it is ready to resubmit, and I will let you know what they say.

Unfortunately, yes, we will need to have your site approved by Google for us to move forward. We will do all we can to help you get this reversed, which we are usually able to do with the publisher's help.

I'll be in touch as soon as I hear from our Approvals Team.

Thanks,



Samantha Melaney
Publisher Success Associate
[42 N 650 W Farmington, UT 84025](#)
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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 2/2/2026, 10:33 PM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hi Samantha,

Quick update on my account (pennycentral.com):

I completed all GAM verification (PIN, identity, site ownership) and I'm currently in the advertiser approval phase.

Today I received an AdSense rejection for "Low Value Content." I believe this was caused by my sitemap having too many thin programmatic pages (800+ product SKU URLs that Google wasn't indexing). I've already fixed this by pruning my sitemap to only my 12 main content pages.

Two questions:

1. Does this AdSense rejection affect my Monumetric MCM onboarding or advertiser approval?
2. If AdSense never approves my site, can Monumetric still serve ads via your other demand partners?

Thanks,

Cade

pennycentral.com

From: Cade allen <cadegallen@gmail.com>

Sent: Sunday, February 1, 2026 3:25 PM

To: Monetization Specialists Monumetric <sales@monumetric.com>

Subject: Re: Thanks for applying!

Hi Samantha,

I hope you had a great weekend!

Just a quick update! I received and entered the address verification PIN in my Google Ad Manager account late Friday, and the verification is now complete. I've also checked the onboarding dashboard at onboarding.monumetric.com, and everything looks good on my end (MCM accepted, ads.txt live).

Please let me know if this allows us to move forward with the next steps, or if there's anything else needed from me in the meantime. Excited to get the ad strategy rolling!

Thanks again for your help, Cade

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Monetization Specialists
Monumetric <sales@monumetric.com>
Sent: Friday, January 30, 2026 4:00 PM
To: cadegallen@gmail.com <cadegallen@gmail.com>
Subject: Re: Thanks for applying!

Hi Cade,

Thank you for this information. I am still waiting to hear back from our team on the setup of your site.

Yes, we are currently waiting on the PIN. Once this is received, we can hear an update regarding approval. Once your site is approved, it typically takes a week for ads to be created and for us to review them. This can depend on the load of the implementation team, which varies.

I will be in touch as soon as I hear back from our team.

Thanks,

Samantha Melaney
Publisher Success Associate
42 N 650 W Farmington, UT 84025
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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]
Sent: 1/28/2026, 4:04 PM
To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hi Samantha,

Happy to clarify.

The site is built with **Next.js (App Router)** using **TypeScript**, styled with **Tailwind CSS**, and hosted on **Vercel**. It is **not a pure single-page application (SPA)**. It's a hybrid setup using **server-side rendering and static generation**, with client-side navigation after load.

To make sure I'm tracking the process correctly, could you help me confirm the expected timeline from here?

My understanding is:

- We're waiting on the **Google Ad Manager address verification PIN**, and
- Completion of the **advertiser/site review** on your providers' side.

Once those are complete, about how long does it typically take before:

- The ad strategy or tags are finalized, and
- Ads are ready to be implemented or go live?

I just want to be sure I'm aligned on expectations and not missing anything on my end.

Thank you,
Cade

From: noreply@salesforce.com <noreply@salesforce.com> on behalf of Monetization Specialists
Monumetric <sales@monumetric.com>

Sent: Wednesday, January 28, 2026 2:26 PM

To: cadegallen@gmail.com <cadegallen@gmail.com>

Subject: Re: Thanks for applying!

Hi Cade,

Great! It looks like we are now just waiting on the PIN and the review of the site.

Our team said that it shouldn't be a problem with that platform, but did say it would be helpful to know what framework you are using and if it is an SPA. Can you please let us know?

Thank you!



Samantha Melaney
Publisher Success Associate
[42 N 650 W Farmington, UT 84025](#)
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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 1/27/2026, 3:42 PM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hey Samantha,

I just saw that it popped up on my Google account, so I'll go ahead and accept your request for MCM.

I was hoping you were going to say that! I will implement the script as soon as you get back to me! For now, I have the ads.txt and I will accept the MCM.

Please let me know if you have any questions or need anything else from me!

Thank you,
Cade Allen!

On Tue, Jan 27, 2026 at 5:33 PM Monetization Specialists Monumetric <sales@monumetric.com> wrote:

Hi Cade,

Thank you for updating your ads.txt lines. I have submitted your site to our providers, and you should see the MCM invite in your email soon. It should be fine to keep the MCM agreement for now. I have asked our team about the site setup. I think it will be fine if we do a hybrid style where we send you the ad tags, and you implement them. I have asked our team to be sure and will let you know as soon as I hear back from them.

Thanks,



Samantha Melaney

Publisher Success Associate

42 N 650 W Farmington, UT 84025

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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 1/26/2026, 2:31 PM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hi Samantha,

Thanks for the update.

1. ads.txt: I've added the provided Monumetric ads.txt lines. The raw file is accessible at:

- <https://pennycentral.com/ads.txt>
- <https://www.pennycentral.com/ads.txt>

2. GAM MCM invite: I have not received the Google Ad Manager MCM invitation yet. I'm watching for it at cadegallen@gmail.com and will accept it as soon as it arrives.

3. Current ads / provider status: No programmatic ads have ever been live on PennyCentral.

4. Existing MCM parent (Ezoic): Google Ad Manager currently shows an accepted Manage Inventory MCM parent from Ezoic from earlier setup work. If Monumetric requires exclusivity before proceeding, tell me and I'll end that agreement immediately. If it's fine to keep it as a fallback until Monumetric approval and implementation, I'd prefer to avoid resetting anything unnecessarily.

5. Non-WordPress site: My site is not on WordPress (it's a custom build hosted on Vercel). Can you confirm this is still eligible for Propel onboarding and that your implementation process works fine for non-WordPress sites?

Thanks,
Cade

On Mon, Jan 26, 2026 at 1:50 PM Monetization Specialists Monumetric <sales@monumetric.com> wrote:

Hi Cade,

Thanks so much for sharing those details about your site! It really helps us understand what makes your site and setup unique and how we can best support you. To answer your question, the onboarding fee needs to be paid upfront and can't be applied to future earnings.

At this point, your URL is in our advertiser review process, which normally takes a week or two to complete. This means our team will be working with our premium advertising partners to get the best ad budgets aligned to buy on your URL. Throughout the process, we will provide occasional updates via your onboarding dashboard, which can be reached at onboarding.monumetric.com.

You will be sent an email by Google to the listed GAM email address, and you will need to grant Monumetric permission to manage your inventory in Google Ad Manager by accepting the MCM invitation. Please keep an eye out for that email.

In order to receive full advertiser approvals, you will need to update/add the provided ads.txt file to your root directory so that when you visit "pennycentral.com/ads.txt" you will see the raw txt file displayed.

The ads.txt file can easily be edited and updated with proper access to the root domain.

Here's how it works for WordPress users:

- Install ads.txt plugin on your WordPress-managed website.
- On the left panel, click on Settings > Ads.txt to customize the settings.
- Place your Ads.txt details and Save the settings.

If you don't want to use a plugin:

- From the left navigation panel of WordPress Dashboard, click Media.
- Click on the Add New button.
- Upload the ads.txt file.
- Wait for search engine bots to crawl it.

The ads.txt lines that need to be added can be accessed by clicking on the following link: <https://monu.delivery/adstxt/common/ads.txt>

Please let me know once this has been completed or if you have any issues or questions.

Once I feel like we have enough advertisers for your site, here's an outline of the steps it will take to get your site live and optimized

Mock-Up Ad Strategy:

- I'll send you an Ad Strategy template configured by our yield and ad/ops teams to earn the most revenue on your site's desktop and mobile versions without harming the user

experience. We'll review our [SmartZone offering](#) in more detail, and we'll collaborate on the Ad Strategy to ensure it's exactly what you want before moving forward.

Implementation:

- Once we've agreed on the ad strategy, we'll need temporary admin credentials for your site to install the ads, and you will be prompted to make the \$99 implementation payment. You will be prompted to input these credentials in your onboarding dashboard at onboarding.monumetric.com.

Going Live:

- Once your ads are installed properly, your Publisher Console will be activated, and we'll wait to see how the first day or two's worth of data looks to ensure we're on the right path to meet your revenue goals. If any changes need to be made, we'll make sure to fine-tune everything so you feel confident in our advertiser's performance.
- Ad performance will ramp up over 30 days as advertisers start to align campaign dollars with your URL. If you add video ads, they will also have their own 30-day ramp-up performance period.
- I'll then introduce you to your Publisher Support Team, who will continue to be a resource for you moving forward if you need to make changes to your ads, fix any issues (yes, the ad industry is imperfect, and there will be issues), or have any questions.

Publisher Console:

- Within the Monumetric Console, you will find informative data about how your ads are performing. While this data is useful to most publishers, we understand that sometimes the metrics posted may not make much sense initially. Our ad optimization team is fully equipped to help meet your data needs.

Getting Paid:

- Monumetric pays publishers monthly on net 60 terms on or before the 15th day of each month. We view our relationship as a partnership, and we work with you every step of the way to ensure you are satisfied with the ad strategy and revenue.

Things to Note:

- If you already have ads on your site, most publishers will not remove them until they're approved to work with Monumetric.

There is a ramp-up period of typically 30 days when you join our network. During this time, advertisers are still acclimating to your site and determining their spending.

While you're waiting, here is some light reading if you'd like to learn a little more about the ad industry!

<https://www.monumetric.com/website-monetization/>

<https://blog.monumetric.com/why-use-network-header-bidding-dcad6129e4e5>

<https://www.monumetric.com/about-us/>

<https://www.monumetric.com/video/>

Let me know if you have questions about any of the above; thanks!



Samantha Melaney
Publisher Success Associate
[42 N 650 W Farmington, UT 84025](https://www.monumetric.com)
[Schedule a Call Here](#)

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----- Original Message -----

From: Cade allen [cadegallen@gmail.com]

Sent: 1/24/2026, 12:48 AM

To: sales@monumetric.com

Subject: Re: Thanks for applying!

Hi there,

Thank you for following up. I'm happy to provide the details you need to move PennyCentral into review.

Site Ownership & Background

1. Are you the sole owner of the site? Is there anyone else we should bring into the conversation?

Yes, I'm the sole owner and operator. No additional owners or partners to include.

2. What is the primary focus of your site?

PennyCentral (www.pennycentral.com) is focused on extreme clearance "penny" deals, primarily Home Depot penny items. It aggregates item info and community-submitted finds to help users see what items are being found and where.

3. When was the site created, and has its niche or content strategy changed over time?

The site launched on December 4, 2025. The niche has been consistent since launch. The main changes have been expanding content and features as the site grows, but the focus has not changed.

Monetization & Eligibility

4. Has your site ever had ad serving restricted by Google (AdSense or Ad Manager)?

No, to my knowledge it has not.

5. Do you currently have a Google Ad Manager account? If so, can you please confirm the email address associated with it?

Yes. The email associated with it is cadegallen@gmail.com.

6. Who is your current ad provider, if any?

None currently. No programmatic ads have ever been live on the site.

7. What does your current average monthly programmatic revenue look like?

\$0, since programmatic ads have never been live.

Propel setup payment

Understood on the one-time \$99 Propel setup payment and what it covers. Quick question: is it possible to have this deducted from my first earnings instead of paying upfront?

Thanks again,

Cade

On Fri, Jan 23, 2026 at 5:55 PM Monumetric Onboarding Specialists <sales@monumetric.com> wrote:

Hi Cade,

Thank you again for applying to join Monumetric. I'm excited to learn more about your site and help you move into the review and onboarding process.

Before I submit your site for our internal and external approval process, I just need a few key details:

Site Ownership & Background:

- Are you the sole owner of the site? Is there anyone else we should bring into the conversation?
- What is the primary focus of your site?
- When was the site created, and has its niche or content strategy changed over time?

Monetization & Eligibility:

- Has your site ever had ad serving restricted by Google (AdSense or Ad Manager)?
- Do you currently have a Google Ad Manager account? If so, can you please confirm the email address associated with it?
- Who is your current ad provider, if any?
- What does your current average monthly programmatic revenue look like?

As part of onboarding, there is a one-time \$99 Propel setup payment. This covers the full implementation of your ad framework, technical configuration, and all site-specific tuning

done by our engineering team. Once setup is complete, we handle everything going forward. Once I have the above details, I'll move your site into our formal review. You can check your progress anytime at onboarding.monumetric.com.
Talk soon, and be well,