

APPENDIX

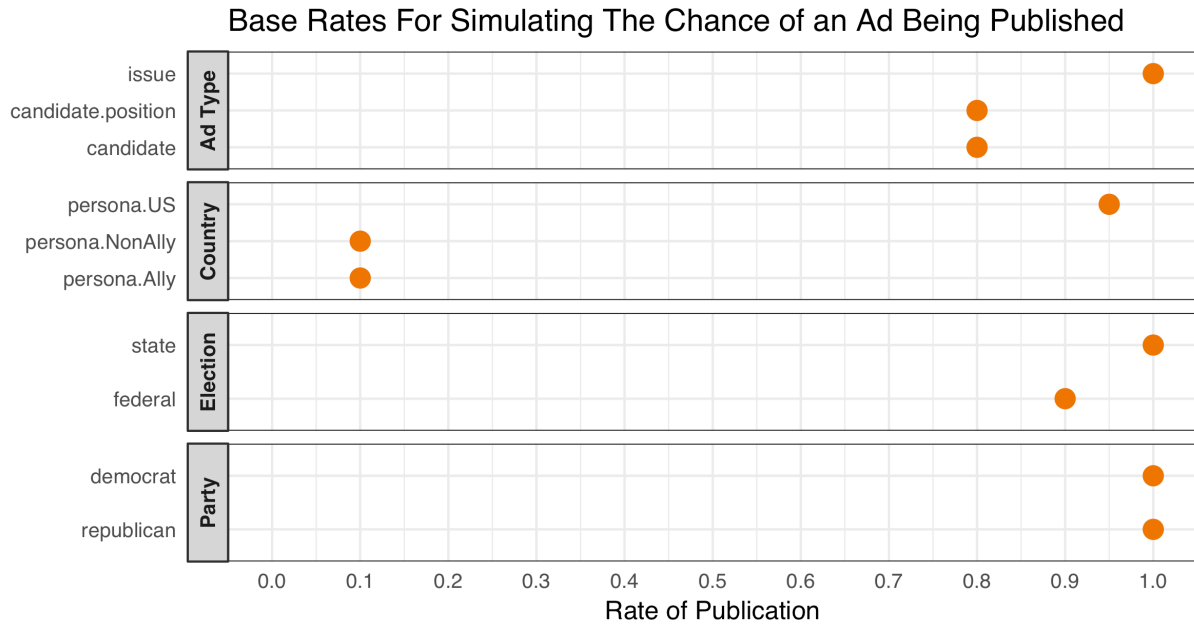


Figure 1: Base rates for simulating the chance of ad publication. These rates are multiplied based on the characteristics of an ad when estimating the chance of any given ad to be published. Figures 2 and 3 are based on data simulated using these rates.

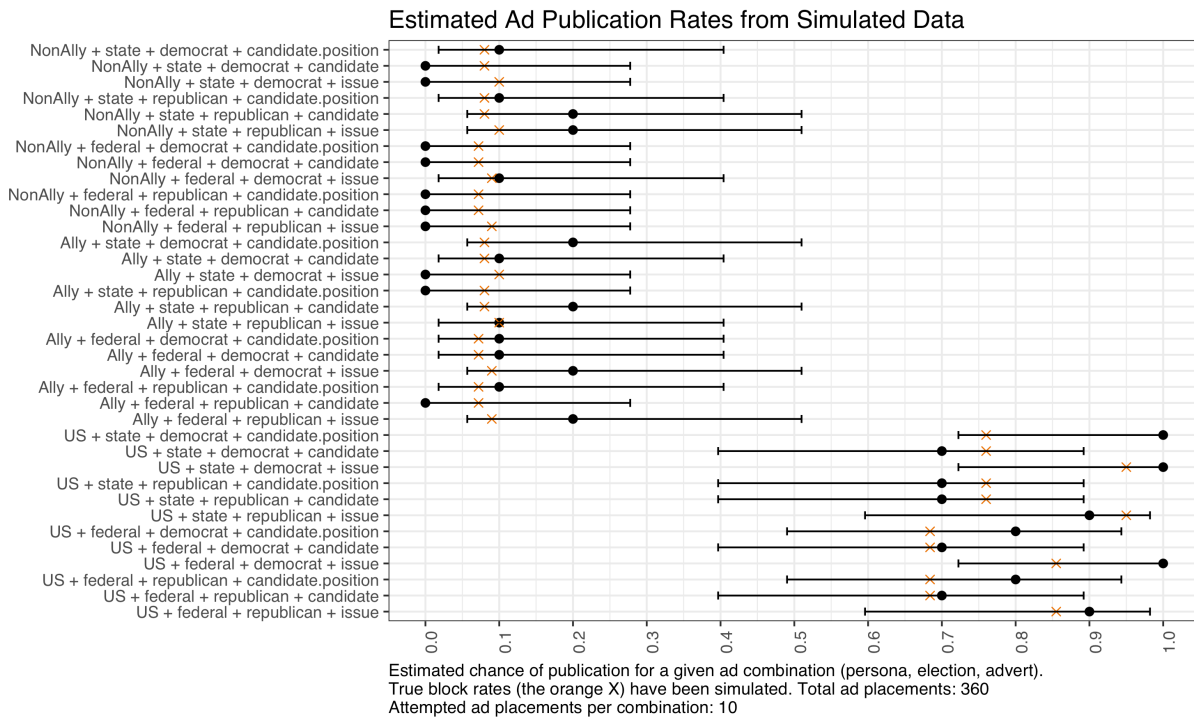


Figure 2: Estimated ad publication rates from simulated data, where 10 ads are placed for each group of characteristics

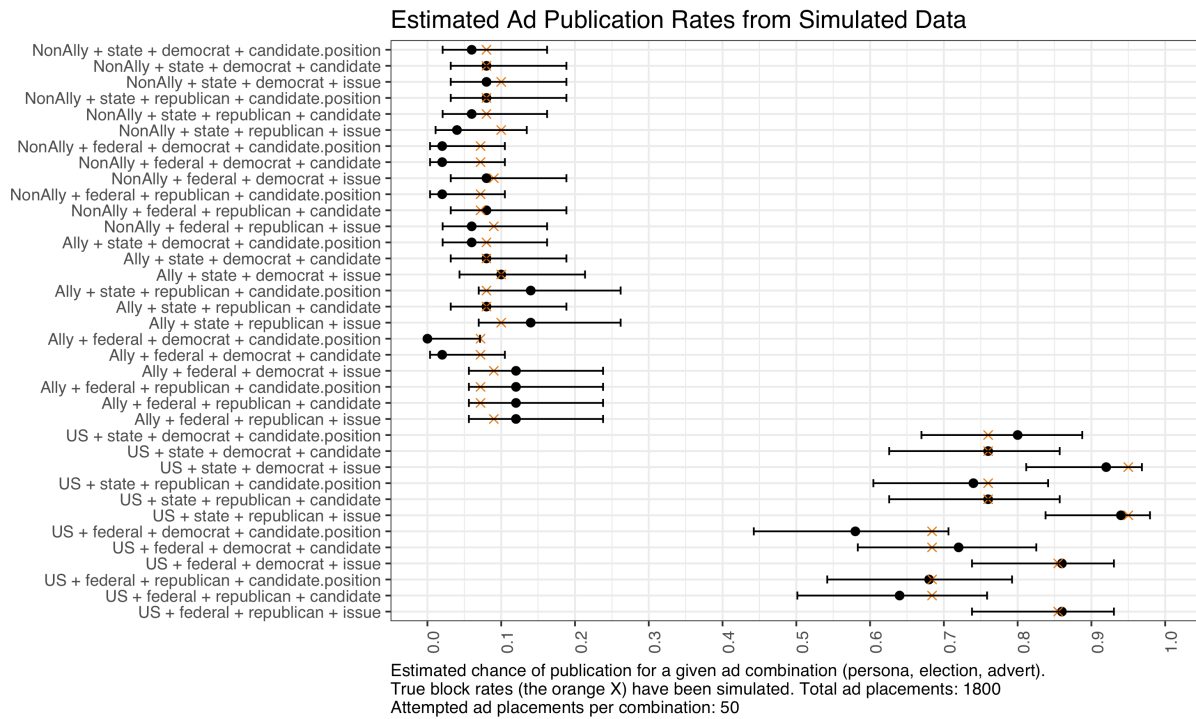


Figure 3: Estimated ad publication rates from simulated data, where 50 ads are placed for each group of characteristics