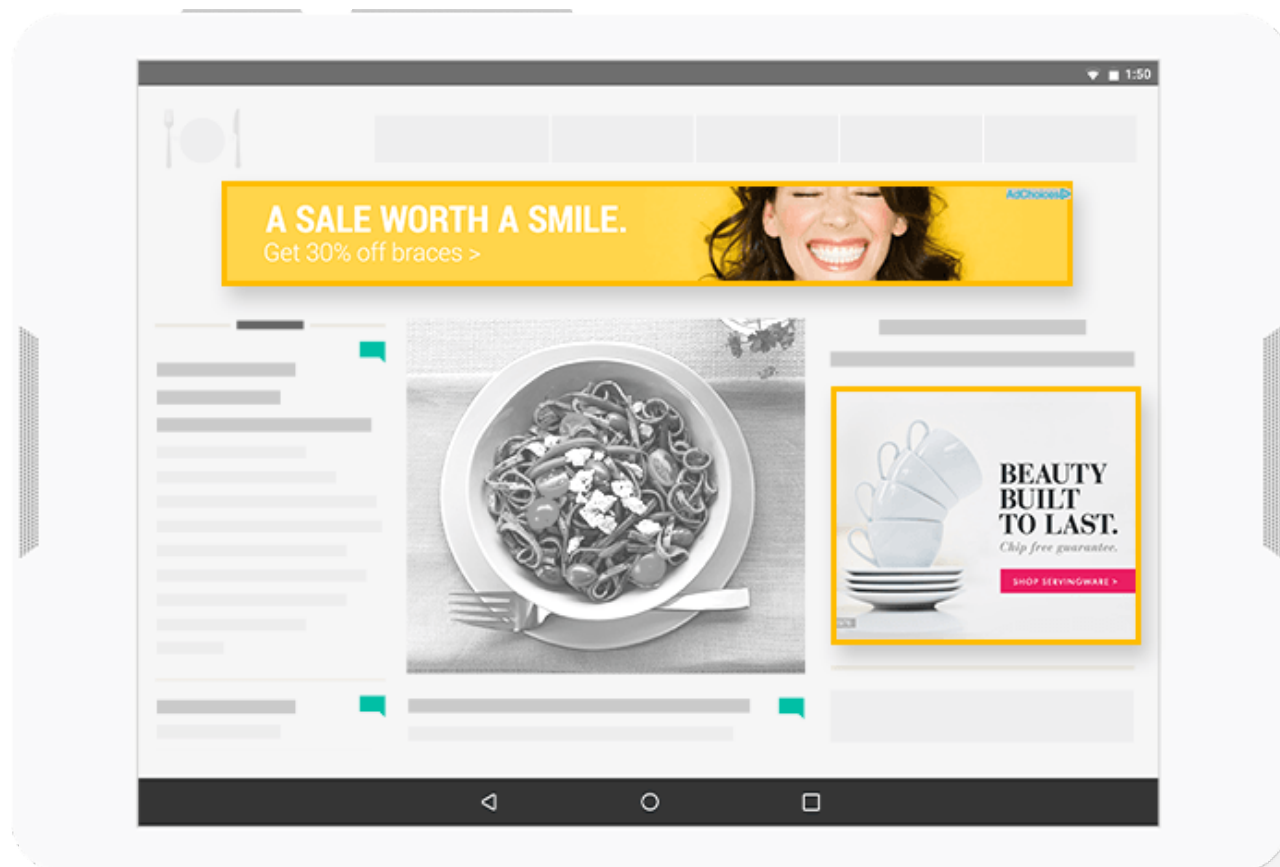




## Discover how easy it is to use AdSense.

Getting started to getting paid, in just four steps.

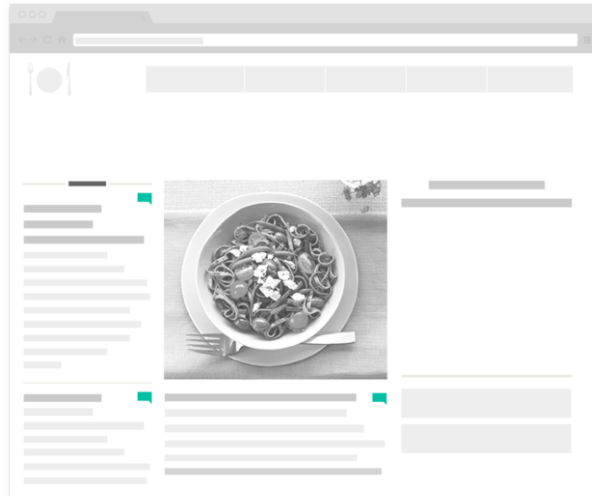


### 1 Select the ad you want on your site

More options mean more opportunities for revenue. Choose the right ad types and formats for your site. Ad types include text, display, or a mix of the two. [Explore our wide variety of ad formats.](#)

Choose where you want ads to appear.

- 2 Copy and paste a piece of code on your site where you want to show ads.

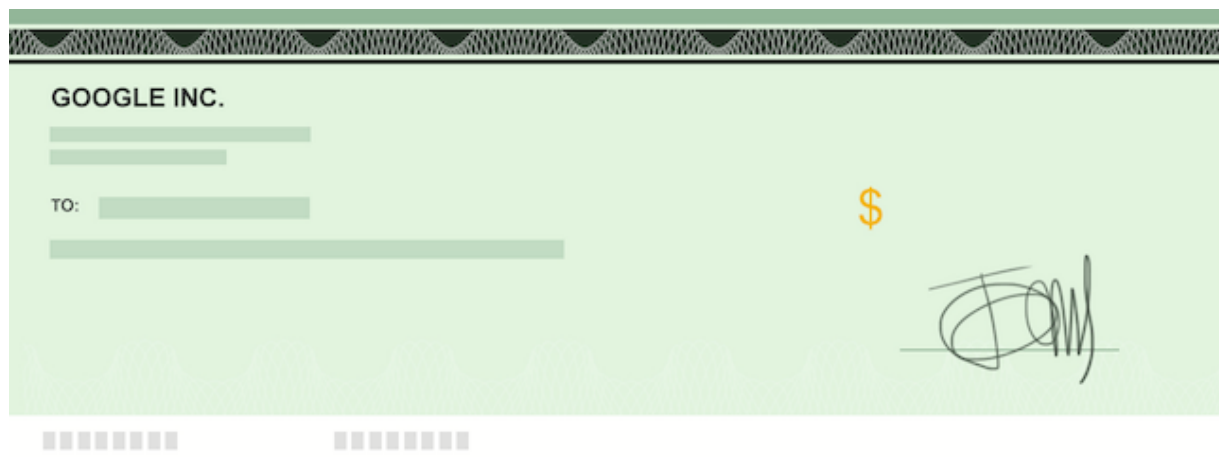


- 3 Watch the highest paying ads go live.

Advertisers bid for your ad space in a real-time auction.

- 4 Leave the money stuff to us.

We'll handle the process of billing the advertisers and networks. When ads are seen or clicked, you'll automatically earn money. You get paid once you've accrued a certain [minimum amount](#).



MORE WAYS TO MAKE MONEY

## Custom Search

When you deliver ads based on user searches the ads are more relevant, so people are more likely to click. Find everything you need to run ads next to search results, whether you already have search or not.

## Content-based sites

Add Custom Search Engine so readers can search your site and see targeted ads next to the search results.

## Search-based sites

Add a Custom Search Ads next to your own search results based on what your users are looking for.

GET STARTED

MORE WAYS TO MAKE MONEY

## Game Sites

Show video, display, or text ads within your own web-based games. It's easy to get started, whether you integrate with one of our technology partners or build ad serving directly into your game.

[APPLY NOW](#) →

MORE WAYS TO MAKE MONEY

## Video Content

Integrate in-stream and overlay ads with your video content. AdSense gives you access to a large variety of both global and local video advertisers.

[APPLY NOW](#)

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