



Skip Ad >

How the Better Ads Standards will matter to your bottom line

Thursday, February 1, 2018



TownNews.com

Today's agenda: Better Ad Standards

- What are the Better Ad Standards?
- Google Chrome ad filtering
- Ad Experience Reports





What are the standards?



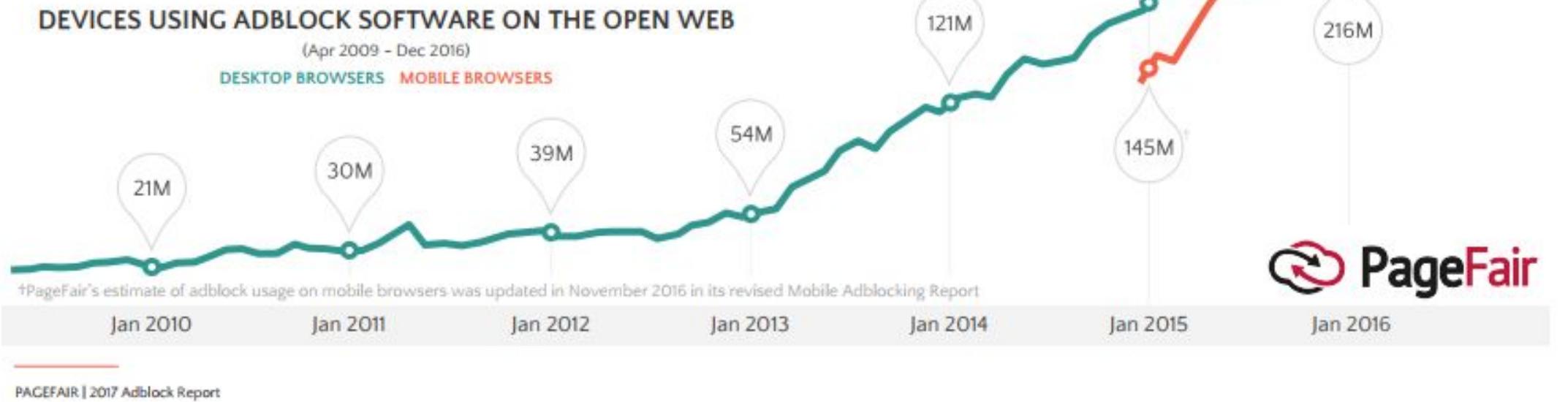
Coalition for Better Ads (CBA)

- Established in September 2016
- Consists of publishers, advertisers, ad agencies, trade associations
- Research from over 25,000 users
- Created the Better Ads Standards (BAS)
- **CBA's GOAL:** Improve consumers' experience with online advertising



Devices using adblock software

- 615 million devices blocking ads worldwide
- Mobile eclipsed desktop in 2015



Why do users block ads?

Users install ad blockers or abandon pages due to:

- Intrusive or annoying ad experiences
- Inability to access page content

User-friendly ad types:

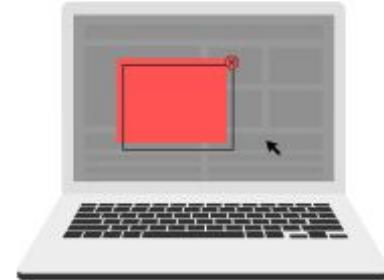
- Load quickly
- Relevant to the user or content
- Proper placement



Better Ads Standards—Desktop



Pop-up Ads



Auto-playing Video Ads with Sound



Prestitial Ads with Countdown



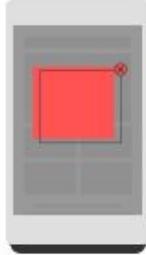
Large Sticky Ads



Better Ads Standards—Mobile



Pop-up Ads



Prestitial Ads



Ad Density Higher
Than 30%



Flashing Animated
Ads



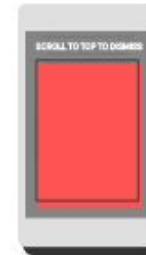
Auto-playing Video
Ads with Sound



Poststitial Ads with
Countdown



Full-screen
Scrollover Ads



Large Sticky Ads



Ad density higher than 30%

- Disruptive ad experience
- Ads should absorb no more than 30% of vertical height of main content.
- Main content:
 - Begins at top of page
 - Ends at the bottom of the story

Avoid large ads on short articles!

EXAMPLE

Main Content = 1395px (100%)

Two 300x250 ads = 500px (35.8%)

Not compliant with BAS





What will be impacted?



Chrome browsers

- **Ad filter starts February 15th, 2018**
- Ad Experience Reports —
Manual reviews of sites by Google
- Once cited: 30 days to fix violations
- **All ads** for Chrome users on
non-compliant sites **will be blocked**
- Includes: DFP, Ad Manager,
sponsored stories, sponsored blocks



**30% of monthly traffic
comes from Chrome**
based on BLOX CMS hosted sites

Firefox, IE and Safari

- Microsoft has joined the CBA
- Safari and Mozilla have not yet joined
- Other browsers are expected to apply similar policies based on BAS

**85% of monthly traffic
is at risk to be blocked**
based on BLOX CMS hosted sites





What do you need to do?



Self audit your site

- Review your site including:
 - Ad density on articles
 - Businesses and Classifieds blocks
 - Sponsored stories
 - Sponsored widgets
- Remove all non-compliant ad types
- Implement **Automatic Ads** to improve ad density



Google's Ad Experience Reports

- Site reviews in Google Search Console
- Status:
 - Not reviewed
 - Passing
 - Warning
 - Failing
 - Review pending
- Includes video evidence of violation
- 30 days to fix issues
- Re-submit site for review once fixed



Google's Ad Experience Reports

Google

Web Tools

Ad Experience Report

Desktop

Mobile

Abusive Experiences

Testing Tools

Other Resources

Search Console

Ad Experience Report: Mobile

An ad experience is the combination of site layout and behavior, and content and ads that your users are exposed to. If our review system re

Root domain: [REDACTED] Region: A ⓘ Ad filtering: Off ⓘ

⚠ Status: Warning

Google has detected some violations on the mobile version of your site. [Learn more](#)

Site design issues **Creative issues** **Abusive violations**

Issue	Description	What we found ⓘ
Ad Density Higher Than 30%	When ads on a mobile page take up more than 30% of the vertical height within the main content portion of the page, the result is a disruptive ad experience, regardless of whether these ads are text, video, or static images. This includes "sticky" ads and in-line ads. Learn more	View 3 examples



What does it look like?



Takeaways

- Chrome ad filtering begins
February 15th, 2018
- Adhere to the CAB
Better Ads Standards
- Perform a self audit of your site
- Review your Ad Experience Report
- Fix any violations and submit for re-review



Skip Ad >

Questions

POPUP !
GET IT NOW FOR FREE

AD
Advertising !
Wait 5 Seconds

Start▼ FREE DOWNLOAD▼

AD BLOCK



Stay connected

- Documentation
 - help.bloxcms.com
- Support
 - Call 800-293-9576
 - support.townnews.com
- Partner Community
 - community.townnews.com
- Service Status
 - townnews.status.io
- Follow us on Twitter,
LinkedIn, Facebook, YouTube

monetize your non-subscriber traffic in 3 easy steps

The Columbia Daily Tribune finds big efficiency gains with BLOX Total CMS

up ads

Since Google has intent is speedy and detects that the pop-up or interstitial

digital ad

What do the reporting, and the what these mean

new gold

! If social media is

Stay connected

- TownNews.com bulletin
- Software release notes
- BLOX Total CMS release notes
- Webinar announcements
- Training department announcements

Enter email address

Sign up

Skip Ad >

GET FREE MONEY !

Thank you!

POPUP !
GET IT NOW FOR FREE

AD
Advertising !
Wait 5 Seconds

Start▼

FREE DOWNLOAD▼

AD BLOCK

