

Yahoo! Search Marketing Italy

Marketplace Reach: 76%[†]

Partners: AltaVista, Lycos, Kataweb, MSN, Kelkoo, Eurosport, La Repubblica, TGC.COM

| | |
|------------------------------|-----------------|
| Marketplace Currency: | Euro (EUR) |
| Minimum Bids:* | EUR 0.05 - 0.15 |
| Minimum Deposit: | EUR 50.00 |

Approximate rate: 1 EUR = 1.36 USD

Editorial Guidelines:** Yahoo! Search Marketing's Editorial Guidelines for the Italian marketplace closely mirror other market guidelines in that advertisers may only bid on terms relevant to the content of their site. However, there are a few differences in guidelines due to either statutory, language or cultural differences:

- Yahoo! Search Marketing Italy accepts ads in Italian, English, and the languages of other European marketplaces Yahoo! Search Marketing serves. All ads, including keyword, title and description, and web site need to be in one consistent language.
- Yahoo! Search Marketing Italy does NOT accept the following sites:
 - Gambling sites
 - Sites selling prescription drugs, medical products and appliances, and advertising health care practitioners
 - Sites selling/advertising tobacco products
 - Sites selling assault weapons including, knives, and self-defense products; guns that are considered toys such as air rifles and paintball guns are acceptable
- In addition, the following sites are prohibited:
 - Nazism or Fascism related content
 - Content related to theory of Revisionism
 - Revolutionary content/assault against the constitutional orders
 - Content related to suicide; sites glorifying, offering assistance and information on suicide

Is Yahoo! Search Marketing Italy the right market for you?

If you can answer "Yes" to the following questions, then Yahoo! Search Marketing can help your business grow.

- Do you currently do business, or are you prepared to do business in Italy?
- Can you handle shipping your products to Italy? Do you know the shipping charges, which will be applied to any goods sent to Italy?
- Can you accept payment in a foreign currency?
- Do you know the tax implications for conducting business in Italy?
- Can you handle customer inquiries in a foreign language?

[†]Nielsen//NetRatings Q3 2006

*The minimum bid for each click varies by keyword and starts from EUR 0.05. Please note that as the minimum bid depends on the specific search term, certain keywords will have a variable minimum bid of EUR 0.05 and others a variable minimum bid of EUR 0.15.

**The guidelines above are meant solely as a general reference and do not fully encompass Yahoo! Search Marketing's editorial policies. Please contact a Yahoo! Search Marketing representative for more details on whether your site may fall into the categories above or other categories that may be prohibited.

Contact Yahoo! Search Marketing Italy today to learn more about advertising your site:
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