

Yahoo! Publisher Network Implementation Guide

Implementation Guide

Getting started with the Yahoo! Publisher Network is easy. This guide walks you through the simple steps you'll take to set up an account, so you can begin displaying ads on your web site and making money for every qualified click.*

If you like, you can print this guide and keep it handy while you go through the implementation process.

There are three steps:

1. **Registration**—You'll create a Yahoo! business ID and password. You'll also provide us with some information about you and your web site.
2. **Activation**—After you've registered successfully, we'll send you an email with instructions on how to fully activate your account. You'll need to provide your tax information and choose a payment type.
3. **Ad Setup and Placement**—Once your account is activated, you will be able to set up ads to display on your web site and/or in your RSS feeds.

*Publisher payments will be based on Yahoo!'s net earnings generated from clicks received from the Content Match and RSS ads shown on your site. Please see the Terms and Conditions for details.

Step 1: Registration

You start by creating your Yahoo! business ID and password. (These will be separate from any general Yahoo! IDs and passwords you may already have, including your My Yahoo! and Yahoo! Mail passwords.) Your ID and password are your personal access key to Yahoo! Publisher Network services.

- Enter your preferred Yahoo! business ID into the box provided. You may use any combination of letters or numbers you like. Then, type and re-type your preferred password into the boxes provided. (Your password must be six characters or more.)

The screenshot shows the registration form for the Yahoo! Publisher Network. It includes sections for creating a business ID and password, providing personal information, site details, a security question, and terms and conditions. Orange boxes and arrows highlight specific parts of the form:

- CREATE BUSINESS ID AND PASSWORD:** Points to the 'Create Your Yahoo! Business ID' section, which includes fields for 'Yahoo! Business ID', 'Password', and 'Re-type Password'.
- ENTER INFO:** Points to the 'About You' section, which includes fields for 'First Name', 'Last Name', 'Company Name', 'E-mail Address', 'Address 1', 'Address 2', 'City', 'State', 'Zip/Postal Code', 'Phone Number', and 'Fax Number'.
- ENTER SECURITY CODE:** Points to the 'Security Question' section, which displays a security code and a field to enter it.
- AGREE TO TERMS:** Points to the 'Terms and Conditions' section, which includes a scrollable list of terms and 'I Agree' and 'I Do Not Agree' buttons.

- Next, you'll provide some information that enables us to keep in touch and verify your email address and web site. Yahoo! keeps your personal information private and secure.

Required information includes:

- First and last name
- Email address
- Mailing address including zip code
- Phone number
- Web site URL
- Web site category
- Entry of security code

You may also include your company name, and your fax number, but these are not required.

The last step is to read and agree to the Terms and Conditions. If you agree, click “I Agree” and you will be taken to a confirmation page that will confirm your Yahoo! business ID, password and personal information. Be sure to print out a copy of this page for your records.

Step 2: Activation

Once you have registered successfully, you should receive an email instructing you to verify your email address by clicking on the link provided.

Clicking on the link will take you to a login page. Enter the Yahoo! business ID and password you created in Step 1.

After logging in, you will be taken to a page that will ask you for your tax information. There are two good reasons we ask for this: 1) To comply with U.S. tax laws and 2) so we can pay you. Your privacy and security are very important to the Yahoo! Publisher Network. We will keep your information confidential and secure.

- To enter your tax information, click the button marked, “Enter Your Tax Information.” You will be taken to a page where you may enter your tax details and certify your IRS Form I-9.

- Once you have arrived at the Enter Tax Details page, you will notice that some of the boxes on this page have already been filled out based on the entries you made in Step 1: Registration. Please double-check this information to ensure its accuracy.
- Fill in the blank boxes with your tax information and sign the I-9 certification (where it says “Sign the Form”) by simply typing your full name into the box. You must “sign” the certification to proceed. When finished, click “Save Tax Information.”

Enter Your Tax Details

You must have a Taxpayer ID and US Tax address to be eligible for the Yahoo! Publisher Network Beta Program. The money you earn from the Yahoo! Publisher Network may be taxable. To comply with U. S. tax laws, you must keep your tax information up to date.

Payee Name

* Business Type

* Taxpayer Name

* Business Name

(if different from above)

* Street Address

Street Address 2

* City

* State

* ZIP/Postal Code

☐ I am exempt from backup withholding.

Provide Your US Tax ID Number

For individuals, your Social Security Number is your Taxpayer ID Number. For sole proprietors, resident aliens, and disregarded entities, please refer to the W-9 part I instructions provided on page 3 of the [Form W-9](#). For other business types, your Employer Identification Number is your Taxpayer ID Number.

Taxpayer ID Number

Social Security Number ☐ example: 123-45-6789

Employer Identification Number ☒ example: 12-3456789

Not sure how to get a Taxpayer ID Number? Not sure which to choose? Visit the [Form W-9](#) for more details.

Certify IRS Form W-9

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- Unless the box below is checked, I am not subject to backup withholding because:
 - I am exempt from backup withholding, or
 - I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or
 - the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

☐ Check this box if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return.

Terms and Conditions

In order to complete the tax information update, you must re-accept the Yahoo! Publisher Network Beta Program - Terms and Conditions. Please review the following terms and indicate your agreement below.

Printable Version

Yahoo! Search Marketing

Yahoo! Publisher Network Beta Program - Terms and Conditions

Welcome to the Yahoo! Publisher Network Beta Program. By enrolling in the Yahoo! Publisher Network Beta Program ("Beta Program"), you are entering into a legally binding

By clicking "I Agree" you agree and consent to (a) the Yahoo! Publisher Network Beta Program Terms and Conditions, and (b) receive required notices from Yahoo! electronically.

☐ I Agree

Sign the Form

The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

* Signature of U.S. person†

Note: Typing in your name acts as your signature.

† I certify that I am duly authorized to execute this form on behalf of the party for whom I am signing and have read and agreed to the above.

[Save Tax Information](#)

TYPE IN FULL NAME
FOR SIGNATURE

Once you have entered your tax information, you will need to choose a payment option. You can choose to receive your payments via direct deposit or check. Once you have selected your payment type, please provide us with the relevant payment information.

[Publisher Network Home - Help](#)

Welcome to the Yahoo! Publisher Network

Thank you for participating in the Yahoo! Publisher Network Beta Program.

We're excited you've joined. We firmly believe collaboration drives innovation. Your honest and ongoing feedback as you use this application is important to us. We look forward to hearing from you so that we can refine this program and deliver the best experience possible.

Step 1: Provide your tax information.

- Enter your Taxpayer ID Number.
- Enter your tax details in the Online W-9 form.

[Enter Your Tax Information](#)

Step 2: Provide payment choice.

- Choose payment type.
- Enter your payment information.

[Enter Your Payment Information](#)

ENTER PAYMENT INFO

Step 3: Define your ad setup.

- Set up your ads.
- Preview your ad display.
- Copy/Paste ad code into your Web Site/RSS Feed Template.

[Set Up Your Ad Layout](#)

When you have successfully entered all of the required information, your account will be activated.

Fields marked with an asterisk * are required.

Payment Method

☒ Direct Deposit
☐ Check

SELECT PAYMENT METHOD

Enter Direct Deposit Information

The Direct Deposit payment will be sent to following Payee Name and Account Number. If the Direct Deposit information is not valid, the payments will be mailed by check.

Payee Name [New Image](#) [Edit Payee Name](#)

Bank Name *

Bank Account Type *

Bank Account *

Account Number *

Re-Type Account Number

Routing Number *

Re-Type Routing Number

ENTER RELEVANT PAYMENT INFO

Review Check Information

The checks will be mailed out to the following Payee Name and mailing address.

Payee Name [New Image](#) [Edit Payee Name](#)

Street Address *

Street Address 2

City *

State *

ZIP/Postal Code *

[Submit](#) [Reset](#)

CREATE AD LAYOUT

Home | Reports | **Ad Setup** | Content Setup | Account Information

Ad Layout | RSS Ad Layout | Ad Targeting | Ad Blocking

To display ads on your web site, copy/paste the ad code below. You can also set up your [RSS ad code](#).

Fields marked with an asterisk * are required.

1. Choose Your Ad Layout Options

Ad Size * Leaderboard - 728x90 ?
[View All Ad Sizes](#)

Color Palette * blue highlights ?
Everything Blue
White/White
White/Black
White/Red
White/Orange
New Edit Delete

Substitute Color ?
[Choose a color](#) example:#FF0000

2. Add a Reporting Category (optional)

Reporting Category Choose a Category ?
[Create a Reporting Category](#)

3. Preview Your Ad Colors

[Yahoo! HotJobs](#)
Find the job that is right for you at Yahoo!
HotJobs.
[www.hotjobs.com](#)

[View Actual Ad Size](#)

4. Copy Your Ad Code

```
<script language="JavaScript" type="text/
javascript">
<!--
ctxt_ad_partner = "7872875340";
ctxt_ad_section = "";
ctxt_ad_bg = "";
ctxt_ad_width = 728;
ctxt_ad_height = 90;
ctxt_ad_bc = "0000FF";
ctxt_ad_cc = "FFFFFF";
ctxt_ad_lc = "0000CC";
ctxt_ad_tc = "3399FF";
-->
```

Select Your Ad Code ?

Tip: Every time you change your ad layout, you must copy the new ad code to your site.

Step 3: Ad Creation and Placement

Once you've activated your account, you can begin creating and placing Yahoo! Publisher Network ads on your site and in your RSS feeds by going to the Ad Setup tab.

To set up Content Match ads for your web site, go to the Ad Layout tab:

1. Choose an ad size and color palette. There are several Ad Layout options to choose from, designed to integrate into many different web sites.
 - a. To view and compare all the Ad Layout options at once, click "View All Ad Sizes." Select an ad size by using the drop-down box.
 - b. Use the scrolling color palette box to select a basic color palette. (Tip: We've found that the most effective ads are ones that complement your site's existing colors.) You may also create a custom color scheme by clicking the "New" button below the existing Color Palette options and following the on-screen instructions.
2. Next, you can assign a Reporting Category to your ad (optional feature).
 - a. You can create Reporting Categories to use for viewing and aggregating Performance Report Data.
 - b. Reporting Categories can be used for reporting on different business lines, different sections of your web site or different layouts you might be testing.
 - c. You can pull a Performance Report by Reporting Category to compare the ad

performance of one category with another.

3. Want to see what an ad will look like? You can preview your ad colors and layout by clicking “View Actual Ad Size.”
4. To start displaying Content Match ads on your site, you’ll need to copy and paste the ad code into your site.
 - a. You can place any ad anywhere you want on your site.
 - b. Simply click the “Copy Ad Code to Clipboard” button and use your paste function to place it.

(Remember: each time you change your Ad Layout or Reporting Category, you must copy the new code to your site.)

CREATE RSS AD LAYOUT

Home
Reports
Ad Setup
Publisher Services
Account Information

Ad Layout
RSS Ad Layout
Ad Targeting
Ad Blocking

⚡ Don't forget to copy and paste your ad code into your RSS Feed template!

Fields marked with an asterisk * are required.

1. Register a New RSS Feed

Publishing Platform * Choose a Platform ?

RSS Feed URL * http:// ?
example: http://yourblog.com/feed.xml

Generate RSS Ad Code

3. Preview Your RSS Ad Unit

Yahoo! HotJobs
 Find the job that is right for you at Yahoo! HotJobs.
[www.hotjobs.com](#)
[View Actual Ad Size](#)

Ads by Yahoo!

2. Select an Existing RSS Feed

[http://yourblog.com/feed.xml](#)
[http://yourblog.com/feed2.xml](#)

Delete

4. Copy Your RSS Ad Code

```
<!-- begin(Yahoo ad) --><a
href="http://ypn-
rss.overture.com/rss/31345/?php
the_ID() ?>/click/"></a><!-- end
```

Select Your Ad Code ?

5. Update Your RSS Feed Template

💡 Tip: Not sure where to paste your RSS Ad Code?
 Review the [Ads in RSS Setup Guide](#) for more information.

To display ads in your RSS feeds, you’ll need to copy and paste the RSS ad code into your site.

- Click on the RSS Ad Layout tab.
- Register your RSS feeds.
- Copy the ad code and paste it into your RSS feed template. For specific instructions, please visit the Ads section in [RSS Setup Guide](#).

Congratulations. You are now part of the Yahoo! Publisher Network.