

Title:

Adsense And Yahoo Their Fight For Advertising Supremacy Is Going On!

Word Count:

552

Summary:

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Keywords:

Article Body:

Two of the biggest names in the Internet are Yahoo and Google. Its no longer surprising that o

To better understand the two programs it would be best that we discuss them separately.

Google's Adsense

Let us start with the infamous Adsense Program. This program is an automated ad service that a

Google's adsense in one view may seem to be a simple concept but behind it is a complicated te

If ever the Javascript is activated a call is made back to Google to pull some ads out from th

This will make the adsense appear as if it is an original part of the page. This will lead you

Yahoo's Publisher

There are several features that set Yahoo's Publisher distinct from Google adsense and these a

1. You will not see the Google's famous tagline '^Ads by Google~
2. The ad blocks used by Yahoo do not touch each other
3. Another obvious distinction is the text inside a block is cut off and ends in an ellipsis.

These are just some of the prominent features that differentiate Yahoo's Publisher from Google

In using Yahoo's Publisher when you click on the ads you are transmitted to the advertiser's p

Now that you know the features and benefits of both programs you may now decide which of these

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