

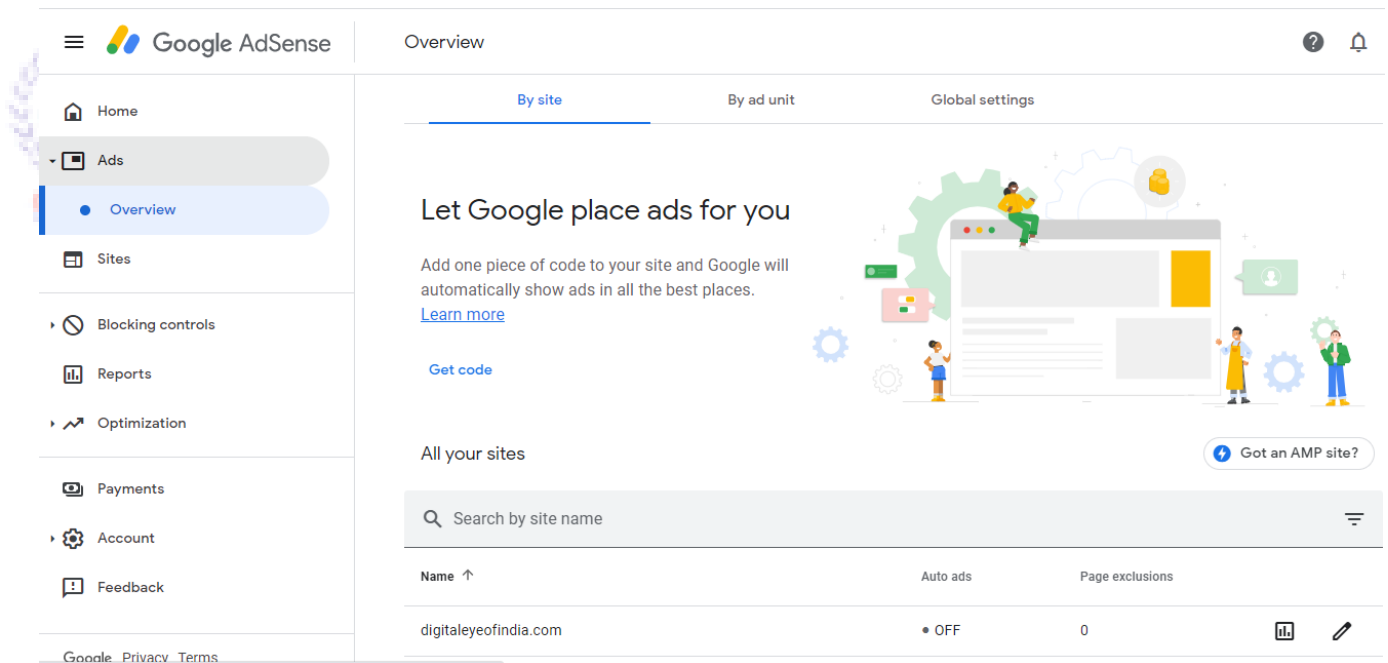
Lesson no. 7 – How to create ads?

Ad units

Create a display ad unit

To create a new display ad unit that you can manage within your account, follow these steps:

1. Sign in to your AdSense account.
2. Click Ads > Overview.
3. Click By ad unit.
4. Click Display ads.
5. Give your ad unit a name. We suggest using a unique, descriptive name to help you find your ad unit later.

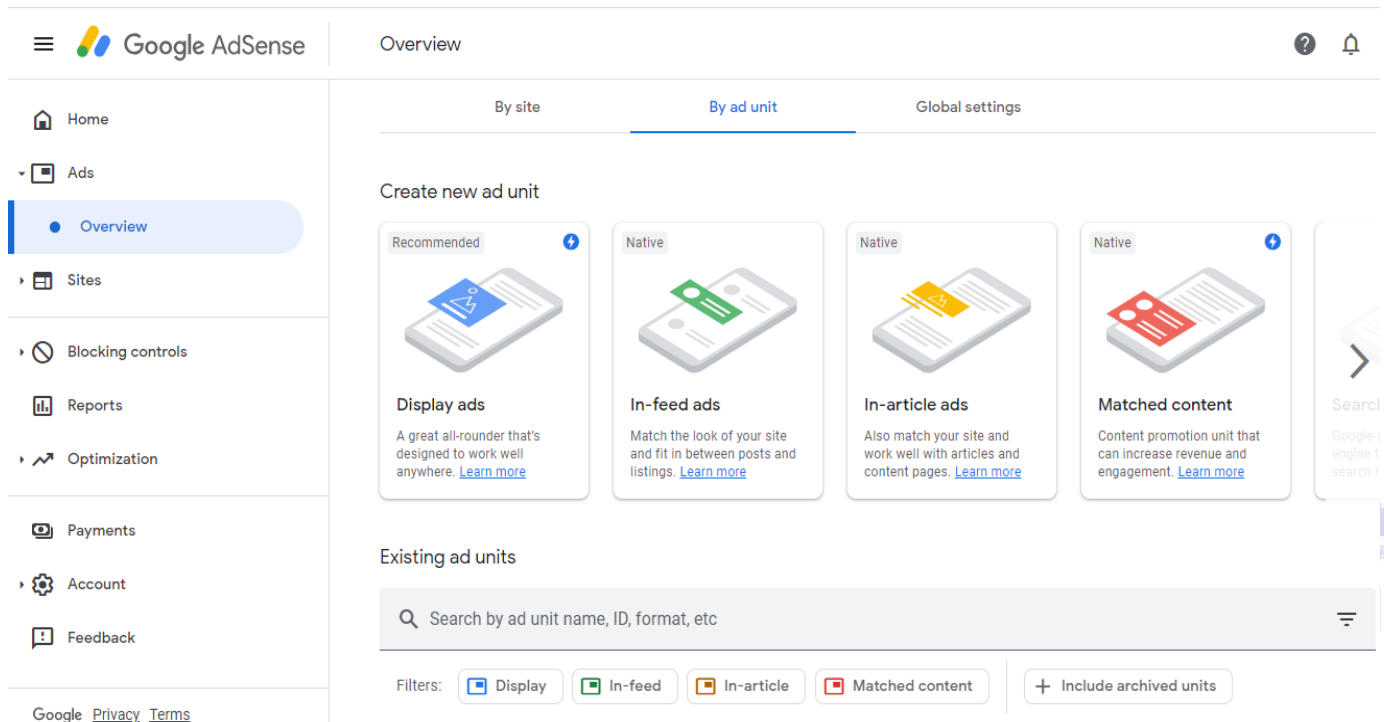


The screenshot shows the Google AdSense interface. On the left is a navigation sidebar with options: Home, Ads (selected), Overview (selected), Sites, Blocking controls, Reports, Optimization, Payments, Account, and Feedback. The main content area is titled 'Overview' and has three tabs: 'By site' (selected), 'By ad unit', and 'Global settings'. Below the tabs, there's a heading 'Let Google place ads for you' followed by a sub-heading 'Add one piece of code to your site and Google will automatically show ads in all the best places.' and a 'Learn more' link. There's also a 'Get code' link. Below this is a section 'All your sites' with a search bar 'Search by site name' and a 'Got an AMP site?' button. A table lists sites with columns: Name, Auto ads, and Page exclusions. The first row shows 'digitaleyeofindia.com' with 'Auto ads' set to 'OFF' and 'Page exclusions' set to '0'. There are also icons for a report and edit for each site.

6. In the "Ad size" section, choose the size of the ads that you'd like to show:
 - We recommend you leave Responsive selected. Responsive ads automatically adapt their size to fit your page layout and your users' devices. Learn more about the responsive behavior of display ad units.

- If you prefer to specify the size of the ads that appear on your page, select Fixed and enter the required width and height. Note that fixed-sized ad units may have a limited pool of ads available, which might result in lower earnings than using responsive. For more information, see our guidelines for fixed-sized display ad units.

Tip: See examples of the most common fixed ad sizes.



The screenshot shows the Google AdSense dashboard. The left sidebar contains navigation links: Home, Ads, Overview (selected), Sites, Blocking controls, Reports, Optimization, Payments, Account, and Feedback. The main area is titled 'Overview' and has three tabs: 'By site', 'By ad unit' (active), and 'Global settings'. Under 'Create new ad unit', there are four cards for different ad formats: 'Display ads' (Recommended), 'In-feed ads' (Native), 'In-article ads' (Native), and 'Matched content' (Native). Each card includes a description and a 'Learn more' link. Below the cards is a search bar for existing ad units and a filter section with buttons for 'Display', 'In-feed', 'In-article', 'Matched content', and '+ Include archived units'.

7. Click Save and get code.
8. Copy and paste the ad unit code in between the `<body></body>` tags of your pages where you want ads to appear. If you're not sure how to do this, you might want to review our code implementation guide.
9. Click Done.

It usually takes a few minutes for ads to appear on the page but occasionally it can take up to an hour. If ads still aren't showing after an hour, check your site has a status of "ready" on your Sites page.