

## Frequently Asked Questions

### General Questions

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#### **What is Ads for Adobe PDF powered by Yahoo!?**

Ads for Adobe PDF is a new opt-in service that enables commercial publishers to monetize their PDF content through advertising. The advertising service, powered by Yahoo!, automatically matches and displays dynamic, contextual ads in a panel of Adobe Reader and Adobe Acrobat when a user views the PDF. Commercial publishers that sign up to participate in this program are eligible to be paid for valid clicks on ads. In this unique advertising relationship, Yahoo! helps connect advertisers from its extensive network of online advertisers with commercial publishers that are distributing content through Adobe PDFs. Yahoo! will incorporate this new advertising inventory into its portfolio of online advertising opportunities.

#### **How does it work?**

When a recipient opens a PDF document from a commercial publisher participating in this program, ads will be dynamically matched and displayed in a panel adjacent to the content. The publishers are eligible to be paid for valid clicks on the ads. Adobe has partnered with Yahoo! to provide ads across a broad range of categories to match PDF content. Since the ads come from Yahoo!, publishers do not have to establish and maintain direct relationships with advertisers.

To use the service, publishers follow these easy steps:

1. Apply for an account.
2. Upload and register the PDF content.
3. Distribute the registered PDF content - just as they do today.

PDF registration associates the publisher with the content in order to receive payment; and automatically analyzes the content to enable ad matching.

#### **How will ads be matched to PDF content and will they be relevant?**

The PDF content is thoroughly analyzed, using an algorithm that takes into consideration factors such as:

- Keywords - identifies keywords based on how frequently the word appears, where it appears in the content and how it appears in the content, among other things
- Context - associates categories or concepts with specific words; for instance, content about soccer could be associated with sports

This analysis enables contextual ads to be matched to the PDF content.

#### **How is this different from ads placed in PDF content today?**

For commercial publishers, the current approach for securing advertisers or sponsorship for PDF content is very time-consuming. Ads for Adobe PDF takes advantage of Yahoo!'s existing relationships with an extensive network of advertisers, and provides publishers the opportunity to monetize PDF content with little effort, and without the need for an advertising sales force.

For readers, Ads for Adobe PDF provides dynamic ad content that is up-to-date and related to their interests. Given this new opportunity to monetize PDF content, some commercial publishers may choose to provide readers with access to more free content, which previously was available only to paid subscribers.

For advertisers, Ads for Adobe PDF provides a powerful new channel to communicate their messages to a highly engaged and targeted audience. In addition, Ads for Adobe PDF provides advertisers a means to track the

performance of ads placed in PDF content, just as they can today with ads placed in Web sites. That's an important distinction from current ads in PDF content, which are static, and offer no means to measure the effectiveness of the ad placement.

**When will Ads for Adobe PDF be out of beta?**

Adobe and Yahoo! anticipate several beta cycles prior to release for General Availability. We will provide updates on the release schedule in the coming months.

## Advertiser Questions

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### **How do I target my advertising towards this new medium of PDFs?**

You can receive distribution in PDFs by participating in Content Match™.

### **What is Content Match?**

Content Match is a source of leads that displays an advertiser's listings when Internet users are viewing related content on Yahoo!'s partners' pages. Content Match listings are generally served next to the content of a partner's page. For example, if the user is reading an article about interest rates, he or she may find links on the side of the page for mortgage-related advertisers. Similarly, users who are researching vacation plans may see listings for hotels and rental car agencies on the page.

### **How can Yahoo! ensure that ads will be distributed to targeted audiences?**

Content Match utilizes a matching algorithm and real-time optimization that considers factors such as the advertiser's bid, keywords, title, and description.

### **Can I block my ads from appearing next to my competitors' PDF content?**

No. Because all publishers have the same PDF domain, the only way you can block a publisher is at the domain level (adobe.com). Therefore, all PDFs would be blocked if you block a publisher at the domain level.

### **Where will my ads appear and what will they look like?**

The ads will appear as text-based links on a panel adjacent to the PDF content. To see an example, click on the following link: [http://www.adobe.com/go/adsforpdf\\_sample](http://www.adobe.com/go/adsforpdf_sample)

## Publisher Questions

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### **How much can I expect to earn through this program?**

The ads displayed next to your PDF content are sold on a cost-per-click (CPC) basis, which means that advertisers pay only for valid clicks by users on their ads. The amount you could earn per click will vary widely based on the matching ads that are mapped to the content. While Yahoo! cannot estimate the amount of money you could potentially make, the highly targeted nature of these ads can help you effectively monetize PDF content.

### **How do I get paid?**

Yahoo! will remit payment directly to you for valid clicks on ads which appear next to your PDF content. You can choose to be paid via PayPal, check or direct deposit. Yahoo! recommends either PayPal or direct deposit payment, as these are the quickest methods to receive payment. You can choose your preferred payment method when you create your account. More answers to payment-related questions are at:

<https://publisher.yahoo.com/help/FAQPaymentInfo.php>

### **Do I need to pay to use this service or buy any additional software?**

No. This is a completely free service and does not require buying or installing any additional software.

### **How do I apply to the Ads for Adobe PDF beta program?**

To apply for the program, go to <http://advision.webevents.yahoo.com/adobe/> and fill out the form. If you are eligible to participate in the beta program, you will receive an email with instructions on how to create an account.

### **Can I participate if I live outside the United States?**

No. At this time, the program is only available for US-based English content.

### **Will I have to pay taxes on my earnings?**

U.S. tax law requires that Yahoo! obtain a valid Taxpayer ID (the Employer Identification Number for established businesses or your Social Security Number) from every publisher in order to make payments. You will receive a Form 1099 summarizing earnings from the prior tax year. Please consult your tax advisor for information on how to report this income to the IRS.

### **Can I include my own ads or select specific ads to appear?**

Yahoo! currently only supports text-based ads that are dynamically displayed, based on the PDF content. Although you cannot select a specific ad, you can use the ad blocking feature to prevent certain advertisers from appearing next to your PDF.

### **Can I block competitor ads from appearing next to my PDF content?**

Ad blocking allows you to specify URLs of ads that you do not want to appear next to your PDF content. You may specify up to 200 URLs to block at the domain and sub-domain level. For example, to block somecompetitor.com ads from appearing, simply enter "somecompetitor.com".

### **Can I use this service if I already have static ads in my PDF content?**

Yes. You can register PDF content even if it already has static ads. Your PDF content will include both the existing static ads embedded within the content as well as dynamic ads that appear in the side panel, adjacent to your content.

### **When will ads begin appearing next to my PDF content?**

After you have uploaded your PDF content to the Ads for Adobe PDF service, you will receive an email containing the registered version. Ads will be immediately displayed next to this registered PDF content and, therefore, is the content that should be published on a web site or distributed by email.

**How often do the ads displayed next to my PDF change?**

When a recipient opens your PDF content, ads will be dynamically matched and displayed.

**How do I track the performance of ads displayed next to my PDF content?**

View your earnings by logging in to your account and clicking the Performance Reports tab. From here, you will be able to see the number of impressions, valid clicks, as well as when and how much you were paid.

**What types of PDF content are suitable for including ads?**

There are many types of PDF content that can be monetized through this service. Typically, PDF content with the highest revenue potential are published to a large reader base and are of high quality. Examples include newsletters, news or feature articles, journal or technical articles, archive/reprint materials, e-books, whitepapers, tips and tricks guides, etc.

Please note that Yahoo! will not display ads on problematic PDF content as specified in the following guidelines: <https://publisher.yahoo.com/help/FAOPoliciesGuidelines.php#A9>

**Which versions of PDF content will be supported?**

Ads for Adobe PDF supports content created in PDF version 1.1 and above (including PDFs generated from Acrobat as well as Creative Suite products).

**Does the display of ads alter my PDF content in any way?**

No. The ads will be displayed in a separate ad panel adjacent to your PDF content. To see an example, click on the following link: [http://www.adobe.com/go/adsforpdf\\_sample](http://www.adobe.com/go/adsforpdf_sample)

**Which ad formats, layouts and customization options are available?**

Currently, ads are displayed in a panel adjacent to your PDF content, containing up to 5 text-based ad links in a 160 pixel wide x 600 pixel tall layout (also know as a wide skyscraper ad unit). To see an example, click on the following link: [http://www.adobe.com/go/adsforpdf\\_sample](http://www.adobe.com/go/adsforpdf_sample). In the future, there will be support for additional ad formats including graphical display ads and rich media ads, as well as the ability to customize fonts, text and background colors.

**Where do the ads come from?**

Adobe has partnered with Yahoo! to offer a broad range of advertisers to match a variety of content categories. Because Yahoo! provides the ads, you don't have to setup and maintain direct relationships with advertisers.

**Will ads be displayed for PDF content viewed in Adobe Digital Editions?**

Currently, ads will not be displayed for PDF content viewed in Digital Editions. However, this capability is planned as part of the roadmap.

## PDF Recipient Questions

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### **What will the ads look like in the PDF content?**

The ads will appear as text-based links on a panel adjacent to the PDF content. To see an example, click on the following link: [http://www.adobe.com/go/adsforpdf\\_sample](http://www.adobe.com/go/adsforpdf_sample)

### **Will I start seeing ads everywhere I use and read PDF content?**

Ads for Adobe PDF is an optional service for commercial publishers who make the choice to include ads next to their PDF content. Publishers will use discretion to determine what types of content would be appropriate. Adobe is providing this capability as a service to publishers, and it is the publisher who decides whether or not to include ads next to their PDF content.

### **What happens if I am offline when opening the PDF content?**

Ads will not be displayed and the ad panel will remain closed.

### **What happens if I print the PDF content?**

When you print PDF content, the ad panel will not appear in the printout.

### **Is there an option to turn off the display of ads?**

To turn off the display of ads, you can either:

- Close the ad panel by clicking the "x" button on the upper-right of the ad panel, or
- Choose "No" when prompted with the network connection dialog

### **What is the network connection dialog and can I trust it?**

When you open ad-enabled PDF content in the Adobe Reader or Adobe Acrobat client, you will be prompted with a network connection dialog. The purpose of the connection is to make an ad request to a secure Adobe server, in order to display ads. This network connection is the same type of connection you make every time you open your web browser to a website. If you do not wish to be prompted with this dialog again, check the "Remember my action" box.

### **What happens when I click on an ad?**

When you click on an ad, a separate browser window will open to the related website page.

### **In what versions of Adobe Reader and Adobe Acrobat will users be able to see ads next to PDF content?**

This is supported in Adobe Reader 8.1, Adobe Acrobat 8.1 and above. If you have an older version of Adobe Reader or Adobe Acrobat and attempt to open PDF content with ads, you will be prompted with the option to upgrade.

**To see answers to additional Frequently Asked Questions, please refer to the Yahoo! Publisher Network:** <https://publisher.yahoo.com/help/FAQTop5.php>