

DFP Small Business: Grow Your Online Advertising Business.

At a glance

DFP Small Business is a free, hosted ad serving solution that helps you manage and grow your online advertising business.

For more information visit:
www.google.com/dfp/sb

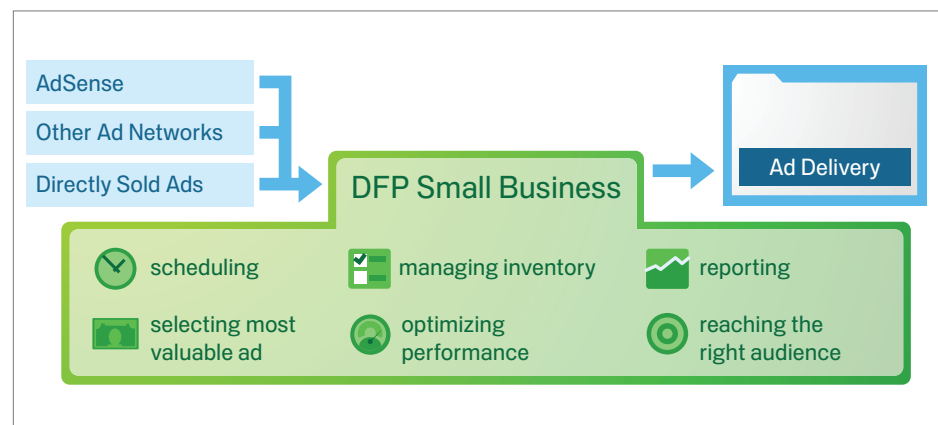
DoubleClick for Publishers (DFP) Small Business provides a complete toolkit to help you maximize revenue across your directly-sold advertising, AdSense and ad networks.

Simple interface, workflow and inventory management systems make it easy to get up and running quickly.

Sophisticated feature set that grows and evolves with your business including robust forecasting, reporting and targeting capabilities.

Connected dynamically to a large pool of advertisers through Google AdSense and other ad networks.

A complete ad management solution



DFP Small Business offers a comprehensive ad management solution for growing publishers including streamlined trafficking, advanced forecasting and reporting and integrated revenue optimization.

Key Features and Benefits

Workflow and Trafficking

- Usability: DFP Small Business' intuitive user-interface makes it easy to learn and use and minimizes the number of steps and clicks to complete a task.
- Creative support: Upload creatives using image, Flash, rich media and third-party tags. Minimize discrepancies and streamline ad insertion using creatives hosted by DoubleClick for Advertisers.

Targeting and Delivery

- Robust targeting capabilities: Target ads based on geography, bandwidth, browser, browser language, operating system, domain, time of day and custom criteria.
- Flexible delivery: Use delivery controls such as frequency capping and roadblocking to meet advertiser demands and maximize opportunities.

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

Forecasting and Reporting

- **Sophisticated forecasting:** Forecast how many ad impressions are available for specific dates, inventory, and targeting criteria. Availability Reporting shows the impact of competing ads and helps you prioritize high-value campaigns.
- **In-depth reporting:** Easily run reports on order delivery, inventory performance, or overall sales. Gain an in-depth view of impression delivery with access to detailed reporting breakdowns on targeted or untargeted criteria including geography and custom values.

Revenue Optimization

- **Access to buyers:** Google AdSense integration makes it easy to access a large pool of demand from Google AdWords and Google-certified ad networks.
- **Real-time revenue optimization:** AdSense can compete dynamically with other non-guaranteed ads booked in DFP Small Business to help you get the best price for each and every impression.

Reliability and Scalability

- **Reliability:** DFP Small Business is hosted and powered by Google's fast and reliable infrastructure.
- **Open API:** A modern, web-services API and focused developer support streamlines integration and promotes third-party platform innovation.
- **Resources:** Get up to speed quickly using our in-depth online Help Center and training resources.
- **Upgrade easily** to DFP's premium edition at any time, ensuring that the DFP platform will continue to meet your needs as your business grows.

Open a free account today at www.google.com/dfp/sb

