

## The ad below breaks all the Editorial Guidelines

### Create Ads [?](#)

Type the ad text you want displayed when search queries match the keywords that you buy (next page). You may create multiple ads. View the [Editorial guidelines](#).

**Ad Title:** Guitars That ROCK  
17 of 25 characters maximum

**Ad Text:** 4 The Best Fender Guitars, Old &New, at Rock Bottom Prices,  
66 of 70 characters maximum Dynamic text

**Display URL:** www.Guitars.com  
15 of 35 characters maximum

**Destination URL:** http://  
www.Guitarstore.com/fenders  
27 of 1015 characters maximum

[Import or export ads](#) [?](#)

**Ad Preview:**

Guitars That ROCK  
4 The Best Fender Guitars, Old &New, at  
Rock Bottom Prices, Buy Now  
www.guitars.com

Line breaks and ad size will vary depending upon the ad's position on the webpage and the viewer's browser settings.

1. ALL CAPS
2. No space between words, same applies to punctuation. (& is acceptable as a substitute for "and")
3. Incorrect spelling
4. No brand names
5. No "texting" language
6. Incorrect URL
7. Best, Supreme or similar definitive adjectives are unacceptable

Also outlawed are swearing, trademarks, brand names, subjects about pharmaceuticals, tobacco, gambling and porn.

Below is a screen shot of a rejected ad, can you see why this ad was rejected?

**Ad (7739570)**

[The Electric Drum Site](#)

Electric Drums Live Auctions, Reviews,  
news, Info , Features

www.electrodrum.com

**Status**  
Rejected

I gotta confess, this is one of mine – it's the comma between "Info" and "Features". If you are really on the ball you will notice that I forgot also to capitalise the initial letter of "news". This makes absolutely no difference to the editorial guidelines but its good practise to always capitalise your initial letters – makes the ad look better.

## Keywords

If you have a list of keywords then they can be entered manually as shown

1. Settings   2. Ads   **3. Keywords**   4. Pricing

Step 3 of 4: Keywords   < Back   Continue >

**Choose your keywords** ?

Type keywords that best describe your ad. To view demographic data about your keywords, click Show Charts. View the [Editorial guidelines](#). ?

Add multiple keywords

Add to Keyword List

Enter keywords or phrases one per row or separated by commas.  
Each keyword or phrase is limited to 100 characters.

Match Options   Dynamic text

Delete   Show Charts

	Keywords (one per line, max. 100 characters)	Status
<input type="checkbox"/>	* fender guitars	New
<input type="checkbox"/>	*	New

Alternatively the drop down box *Add multiple keywords* has various options:-

*Add multiple excluded words*

*Import or export keywords*

*Find similar keywords*

*Search this website for keywords*

*Search my destination URL for keywords*

Lets select *Find similar keywords* and key in the keywords "fender guitars" and see what adCenter comes up with.

Find similar keywords

**Keyword:**

**Contains Term** | **Similar Terms**

<input type="checkbox"/>	Keyword	Last month ▼
<input checked="" type="checkbox"/>	fender guitars	3,571
<input checked="" type="checkbox"/>	fender bass guitars	197
<input checked="" type="checkbox"/>	used fender guitars	124
<input checked="" type="checkbox"/>	vintage fender guitars	116
<input checked="" type="checkbox"/>	fender acoustic guitars	112
<input type="checkbox"/>	fender electric guitars	109
<input type="checkbox"/>	fender stratocaster guitars	45
<input type="checkbox"/>	fender guitars.com	20

Click on a keyword to view demographic charts

Here we have 3,571 searches last month on the MSN network plus a range of other keywords to use. For now we'll use the first five which are ticked and click *add to keyword list*

▼ Match Options | ▼ Dynamic text

<input type="checkbox"/>	Keywords (one per line, max. 100 characters)	Status
<input type="checkbox"/>	* fender guitars	
<input type="checkbox"/>	* fender bass guitars	
<input type="checkbox"/>	* used fender guitars	
<input type="checkbox"/>	* vintage fender guitars	
<input type="checkbox"/>	* fender acoustic guitars	
<input type="checkbox"/>	* <input type="text"/>	New