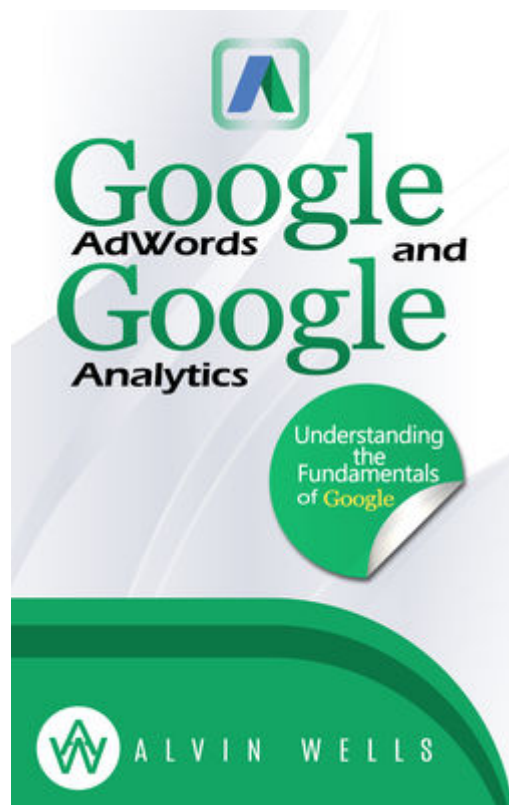


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These results will appear in several different areas of the screen. These results will appear on the far right hand side of the screen or they will appear at the top of the screen at the start of the results. When we look at the results we will see a green box that has the word "AD" in it. This will signal to us that this is a product that is being sold and if we click on it the person making the offer will be charged.

How much do advertisers pay for ads?

The price of the ad is determined by a wide range of factors. First of all are the keywords used to get someone to view the AD. If Google feels that the keyword that we are using for the ad is a highly competitive keyword then to be shown for this keyword the advertiser may have to pay \$0.01 up to \$100 or more per click.

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