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[A Big NO to Floating AdSense Ads](#)

Official stand on that has finally come

The rumor that "floated" around a while ago about the possibility that Google might introduce floating ads has seen its end today, as an official Google AdSense representative said that it would never happen. The discussion was interesting to follow, the two parts arguing whether the money-making scheme would prevail in Google's future orientation or "this type of ads being against the Mountain View based company's policy" would win the day. You know the type of ads that just pop out from the background and attract your attention to them. One possible hint as to this never coming to be could be the fact that, back in November, Google reduced the clickable area around its advertisements in an attempt to reduce erroneous clicks. And with that in mind, a floating ad would most likely be a drawback to implementing and backing this idea: they get more clicks than any other type of online ads just because they're not there one second and in the next moment you find out you're redirected to some random page because you clicked it. The statement was short and straight to the point: "I've checked with our policy specialists and placing Google ads in a floating script would be a violation of AdSense policy," AdSense Pro Jordan wrote on the Google Groups forum thread addressing the issue. Furthermore, some of the users using this technique saw their accounts being deleted and their profiles removed because of it. This must be because of the close connection to what Google is trying to become, the one address somebody would go for anything related to the Internet. No mishaps are to be allowed and the wrongdoers would be harshly penalized if anything happened. I'm just happy that floating ads aren't going to happen because I know how annoying they can be, in case they have the X for closing it very small or not there at all, as I've seen some. It's damn frustrating to not be able to read a part of an article because there's an ad for something probably stupid floating over it.