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Google

[Google Brings Newspapers On The Web](#)

Ad-creation tool especially designed for newspapers

A long time ago, the Mountain View super giant Google announced its plans to improve its advertising solutions and move them into the traditional media such as newspapers or radio stations. In July, the company released the first version of Google Print Ads which allows the US advertisers to expand their AdWords adverts into the offline area by publishing ads in newspapers. Starting today, these registered members can use a special tool powered by the Mountain View company which is especially meant to add better functionality to the ad configuration process. Basically, it is all about the appearance of the ads because you can opt for a certain design, format and size of the adverts. "Simply plug the text of your ad, image, and contact details into pre-designed ad templates, and the tool will automatically generate multiple designs you can choose from. If you need to change your messaging or resize your image, you can edit individual ads directly in the interface. And any ad you create using this tool can be reused as many times as you need in future print campaigns. This tool currently supports six ad sizes, ranging from 1 col. x 1 in. to 2 col. x 7 in," the AdWords team mentioned in the blog post which presented the tool. The technology is accessible for free and can be used through the AdWords configuration dialog included in your own account. In the past, Google announced its plans to expand the advertising offering into the traditional media and it sustained it can do that by signing deals with multiple newspapers and US radio stations. Also, the company's officials aim to take the advertising process straight on the streets using the billboards available in several US cities. Now that the Mountain View giant already expanded its offering into newspapers and radio stations, do you think the next step in the evolution is targeting the billboards?