

# Qzaki

## Webmaster Notes: A Review of Ads for Adobe PDF (AdsforPDF Beta)

Pasadena, CA – March 10, 2008– As a webmaster of a site with PDF content or a copyright holder of PDF formatted content, you should be considering the Ads for Adobe PDF as an additional revenue stream. As you'll see below, I'm giving the Adobe Beta program 4 stars as a strong work in progress and nothing in this review should be taken as negative or discouraging. However, the program does have some weaknesses that you should know about before you spend your valuable time and effort pursuing the Ads for PDF Beta program.

### *OPT-IN REDUCES AD VIEWERSHIP 50%*

As you probably noticed when you opened this PDF, the Ads for Adobe PDF Beta program is Opt-In. You should also have noticed that the PDF opens first, so there is no extra time required to start viewing a PDF with Ads. The Opt-In nature of the program is both a strength and a weakness. Although it is an essential feature, it will seriously reduce your revenue per download! Unfortunately, the exact ratio of Opt-In vs. Opt-Out is not provided. Nor the ratio of users with the required 8.X reader. Overall, I estimate that about 50% of users (+/- 10%) have the correct configuration and choose to opt in. However, this is speculative due to the limited feedback in the program and [I welcome feedback from YOU on this point.](#)

### *TIGHT INTEGRATION WITH YAHOO IS A NECESSARY EVIL*

As you can see from the ad bar at the right (assuming you are viewing with 8.X reader or equivalent) or the small logo I've inserted in the text, the program is driven by the Yahoo Publisher program. Herein lies the biggest weakness of the program. Although joining forces with Yahoo does provide a ready stable of advertisers and a workable ad matching engine, it also means that you must join two programs to get started (if you are only using Google AdSense, for example). The sign-up takes several days to complete given that you have to be approved.



### *WILL STEVE BALLMER DRIP SWEAT ALL OVER MY PDFs?*



What about Microsoft? Microsoft's [increasingly hostile takeover](#) offer for Yahoo is really problematic given the tight integration with Yahoo Publisher. This puts Adobe in the unattractive position of potentially depending on a mortal enemy for a major future revenue stream. Microsoft doesn't have a history of delivery best-of-breed anything over the web so the thought of Steve Ballmer getting his sweaty palms on your PDF library is not a pleasant thought.

### *WHAT ABOUT RELEVANCE AND CENSORSHIP?*

The ads seem to struggle somewhat with relevance. My impression is that Yahoo's pay-per-click program has fewer small advertisers and may flesh out word space much more poorly than AdSense. As

a matter of fact, this limitation goes all the way by to before Yahoo and even before Overture. Google's Adsense and Adwords have always been faster to sign up for than Goto.com, Overture, and now Yahoo. You can take a look at some of the files in the Qzaki Archive and you'll find a mixed bag when it comes to relevance. For example, [an editorial on the Music biz](#) produces highly relevant ads. At the other extreme, an [entire 171 page novel](#) results in worthless ads.

Only [one PDF](#) out of the 50 or so I have registered was censored from the program. You can judge for yourself whether it is a reasonable censorship. It is my strong belief that you who have reached this article in the hinterlands of the web are not looking for the same bland politically-correct gruel that you can find in the MSM and therefore any program that censors more than absolutely necessary is doomed to fail. Having said that, I find this particular censorship reasonable given that no automated system could detect that it is a genuine political editorial and not racist diatribe. It is a popular download, so there is definitely a cost. And again, I think it casts serious doubt on the utility of this program for long-format fiction PDFs. Art and censorship simply don't go together. [Let me know what YOU think.](#)

### THE REGISTRATION AND REVISION PROCESS

**Registering the PDFs is a simple and painless process.** Adobe has done an excellent job of keeping the interface simple and fast (OBVIOUSLY THEY DIDN'T USE THE SAME TEAM THAT DESIGNED THEIR READER!!!). You simply upload the PDFs, and they send you via email a registered copy with several minutes. The registered copy uploads dynamic ads each time a user downloads it (and opts in of course). However, it IS necessary to upload and receive a new registered PDF after you make changes. A tighter integration with publishing tools is obviously required in the future. At the present time, I find the registration process reasonable and streamlined and really a good effort for a Beta program. [What do you think?](#)

### FEEDBACK

This section is short. There is no feedback available with your Adobe login, and only standard web states from your Yahoo publisher account. For a Beta program, the lack of feedback stinks.

### THE BOTTOM LINE

The unique structure of Qzaki which emphasizes direct RSS links to PDF documents makes it especially suited to this program. However, the PDFs themselves are not intended or selected for commercial relevance. Based on my initial stats, however, **you should expect \$1 per 1000 PDF downloads as an order of magnitude estimate of revenue.** [Do you find this information useful and/or consistent with your stats;](#) let me know.

### RANKING MATRIX

<i>Program Attribute</i>	<i>Rating</i>	<i>Notes</i>
Program Sign-up	★	Two accounts, takes days, requires approval
PDF Registration	★★★★★	Takes minutes, sent by email, repeat for revisions
Viewer Experience	★★★★★	Opt-In, X-out, No impact on Download speed

<i>Program Attribute</i>	<i>Rating</i>	<i>Notes</i>
Ad Relevance	★★	Spotty, potentially questionable for long format & fiction
Feedback	★	Please, please, Adobe, give us more...
Bottom Line Revenue	★★★★	Good for an Opt-In, X-out Beta program
<b>Overall Program Rating</b>	<b>★★★★★</b>	<b>A 4-star Beta program - a very good work in progress</b>

Good luck with your PDF content and [let me know](#) if you need any additional information, have any comments, or need any help.

[Ironically, logging in to register this PDF with Adobe generated an Apache error...as I said a work in progress...]

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