

**The new look of AdWords**

This Help Center is for the new AdWords interface. If you've recently switched from using the previous interface, see our [New Interface Overview](#) to get started.

How do I use the placement tool?

The Placement Tool can help you find sites and areas in the Google content network where you would like your ads to appear. By using this tool, you can find placements that are relevant to your campaign and can help you to reach additional potential customers. The tool gives you three ways to identify sites: List URLs, Describe Topics, and Select Demographics.

- **List URLs.** Enter the URLs of websites where you would like to advertise, or that represent the kind of site where you'd like to see your ad. You may enter domains like example.com or individual pages like example.com/section. Then click **Get Available sites**. If the sites you enter are part of the Google content network, you'll be able to select them for your ads. If not, you'll see a message telling you that they're [not available](#). The AdWords system will also use the sites and terms you enter to generate a list of other Google content network sites and placements that may be a good fit for your ads.
- **Describe Topics.** Enter topics that match the content of your ads. For instance: soccer shoes, chocolate, or automobile parts. Then click **Get Available Placements** to select from a list of placements that match those topics.
- **Select Demographics.** Choose the audience you want to target by selecting from any or all of the demographic categories provided. Audience gender, age, and household income are among the demographic categories available for selection. Pick the audience demographics that interest you, then click **Get Available Placements** to pick from a list of sites that match those demographic groups. Remember that by making demographic selections you are getting a narrower list of available sites. By selecting 'female' but not 'male,' for instance, you are more likely to find sites that appeal to women, but fewer available sites overall.

Tool results: Each of these methods will display a list of up to 100 available placements below the Placement Tool. Each row displays a site's URL and the approximate number of [impressions per day](#) available for that placement. You'll also see icons showing whether the placement runs text, image, or video ad formats. Mouse over any format icon to see the ad sizes available in that format on that placement.

The list of placements may include both entire websites and smaller, specific subsets of the ad inventory on a site, as defined by the publisher. For instance, the publisher of a movie review site might create a placement that allows you to target only the pages on their site about romantic movies. Mouse over any ad placement and you'll see the general location where the ads will appear on the site, along with available ad sizes and a description if the publisher has chosen to provide one.

Format filtering: If you wish, click the **Choose Formats** link to display only placements that have at least one of the ad formats you're looking for. Click the link, select the formats and sizes you want from the pop-up window, and click **OK**. The placement list will regenerate with a new list of placements filtered according to your format choices.

Selecting placements: Click **Add** next to any listed website or other placement to add it to your list of targeted placements. We recommend that you use all methods of finding placements to make sure you find the best possible matches. Your selections will be saved as you move from one method to the next.

Once you have selected some placements, you'll see a **Find more placements like these** link below your selections. When you click this link, the AdWords system analyzes the selections you've already made and uses them to find related or similar placements. You can then repeat the process of using those selected sites to generate additional available placements.

When you're satisfied with your list of target placements, click **Continue** to move on.

Of course, we can't guarantee that your ad will run on every site you pick. If you include keywords in your ad group, we'll run your ad only on placements that match your keywords. Also, some sites have a limited amount of ad space available, and you will be competing with other advertisers. Some sites may not run certain ad formats (like banners or wide skyscrapers) or may halt advertising for other reasons. We suggest you experiment with several different placements over time and look for the combinations that work for you.