



Advertising on the Web

Google Ad Grants

gardening conference

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Google has a program called Google Ad Grants. This allows non-profits to run text ads on Google Search results with \$10,000 USD of in-kind advertising every month. The ads show up based upon the search criteria you set up.

HAPS uses this tool and spends up to \$2,500 a month in AdWords. So long as the advertising spend does not exceed \$10,000 each month, it is of zero cost to the association.