



Ad Management

We run your whole ad stack and pay you every month.

WHO IT'S FOR

Publishers on AdSense alone, or on an ad partner they have outgrown.

AdSense alone leaves money on the table, and an ad partner you've outgrown costs you more every month you stay.

WHAT IT IS

We run your programmatic advertising end to end: demand, ad server, ads.txt and reporting. You publish; we fill the ad slots and send the payouts.

WHAT'S INCLUDED

What you get

- Demand from the major ad exchanges and header bidding, set up and tuned
- Your ad server, run for you
- ads.txt hosted and kept in sync
- Revenue reports and monthly payouts
- The scam-ad lockdown: reader reports of a bad redirect lock ads down for 72 hours
- Optional: different ad layouts for guests, members and paying members

PRICE

20%

of ad revenue

You keep 80%. Paid Net 60. Our ad team reviews every site before ads go live.

PROOF

The numbers behind it

15

publisher sites on our ad
stack

4.5M

pageviews a week
across them

25

ad formats, from
adhesion to video

Advally dashboard, week of 2026-10-19 to 10-25.

QUESTIONS

What buyers ask

Do you check my site first?

Yes. Our ad team reviews every site before ads go live.

How do I get paid?

Every month, Net 60, against the revenue reports in your dashboard.

How long do I sign for?

The agreement you sign at sign-up sets the term. Read it before you sign, and ask us anything.

START

Start with Ad Management

app.advally.com/enroll

Questions first? Email sales@advally.com.