

LinkFuel

Implementation Guide

Last modified: July 5, 2016

Based on Infospace's 15+ years search advertising expertise, LinkFuel is a contextual advertising solution that uses content from the entire page to display highly contextually relevant, linked search ads from the Bing Network. LinkFuel helps you:

- Generate more revenue per pixel than other solutions
- Maintain a great and relevant user experience

Implementation is simple with a few lines of Javascript:

1. Work with your Infospace partner manager to get the LinkFuel Javascript code snippets.
2. Copy the snippets exactly without editing it.
3. Paste your code snippets as described in the sample below:
 - a. In your page header <head> place the following script: `<script type="text/javascript" src="https://cdn-widget.stuff.com/javascrpts/more-stuff.js"></script>`
 - b. Place the following <div> wherever you wish for the particular widget id to be displayed: `<div id="full-widget-id" class="morestuff"> </div>`
Note that the full-widget-id will be unique for your site and provided for you with the actual code snippet.
 - c. Place the following script near the bottom of your page after all other widget divs.

```
<script>
    $.getScript('https://cdn-widget.stuff.com/javascrpts/more-stuff.js', function() {
        morestuff.showAll();
    });
</script>
```

It's that easy!

Contact linkfuel@infospace.com or your Infospace partner manager with any questions or concerns.