

Advertise Your Products on Amazon.com

What Is Amazon Product Ads?

Amazon Product Ads is a pay per click advertising program that puts your products in front of millions of Amazon.com shoppers. As an advertiser, you simply upload your product catalog, set your daily budget, and your ads are live! Amazon displays your ads in highly targeted placements on Amazon.com. When a shopper finds your product, they click through to your website to make a purchase.

Product Ads is a way to drive shopper traffic from Amazon.com to your e-commerce website.

Who Should Advertise with Product Ads?

To advertise with Product Ads, you need an e-commerce website with a secure checkout. Each product you list must have a unique detail page URL on your website. Customers must be able to add the product to their shopping cart directly from your detail page.

The products you list with Product Ads must be in one of our open or restricted categories:

Open categories: Baby, Computers, Electronics, Health and Beauty, Home, Home Improvement, Musical Instruments, Office, Pet Supplies, Sports, and Toys.

Restricted categories: Grocery and Shoes. *You must receive approval from Amazon.com in order to list products in these categories.*

To register for a Product Ads account, you will need to provide your business name, contact information, credit card, a US billing address and phone number.

Pricing

With Amazon Product Ads, there are no monthly fees and no minimum spend. You are only charged when an Amazon shopper clicks on your ad and is taken to your website. You control the maximum cost per click with your CPC bid and you control the spend with your daily budget.

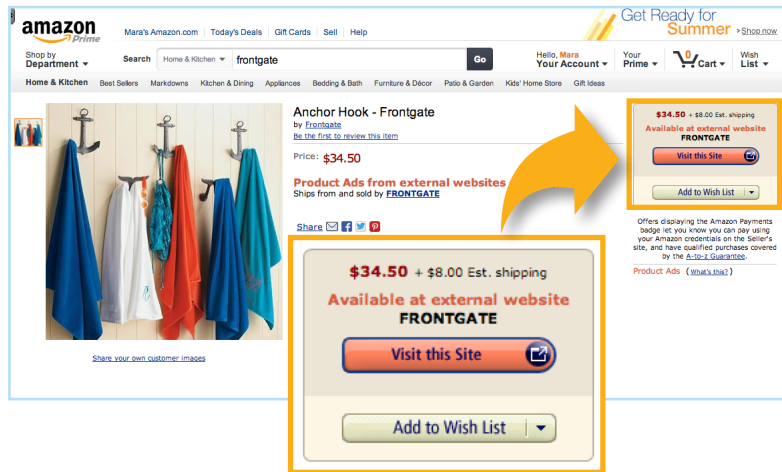
Product Category	Minimum Cost-Per-Click Range
Baby	\$0.15 - \$0.70
Computers	\$0.20 - \$0.70
Electronics	\$0.10 - \$0.40
Grocery (Restricted)	\$0.10 - \$0.40
Health and Beauty	\$0.10 - \$0.60
Home	\$0.10 - \$0.80
Home Improvement	\$0.15 - \$1.00
Office	\$0.20 - \$0.80
Shoes (Restricted)	\$0.15 - \$0.60
Sports	\$0.15 - \$0.70
Toys	\$0.10 - \$0.20

[Download full rate card](#)

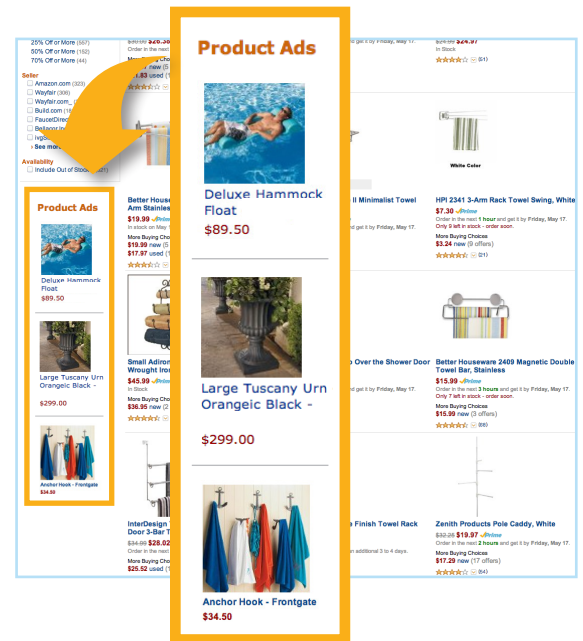
Where Will My Ads Be Displayed?

Your ads are displayed in contextually relevant placements on Amazon.com. These placements include product detail pages and search and browse results. We determine the best placement for your ads based on their relevance to products that Amazon.com shoppers are looking for. Below are some examples of Product Ads placements:

Buy Box Placement



Search Results Placement



Detail Page Placement



Sign Up Today and Get \$75 in Free Clicks

We are offering a special promotion for new Product Ads advertisers. When you get your first click, we'll give you the next \$75 worth of clicks for free!

To sign up or to learn more about the promotion, visit productads.amazon.com

