

80% of internet users in India are on the Google Network.

Reach out to them as India takes on West Indies in May 2006 with Googly - Cricket Ad Packages by Google

Everyday Google helps you find the customers you care most about - those actively looking for you.

Our specially designed Googly Cricket Ad Packages enable you to make the best of Google's intelligent and targeted advertising and cash in on India's cricket frenzy.

How Google works

As an advertiser, you choose words that are relevant to your products and services. When customers enter these words in the Google search box, your ad comes up on the results page getting you the most relevant audience.



Google AdWords ads appear on Google and partner sites.

What's more, you only pay when customers click on your ad, which is sometimes as little as 44 Paise. So you get your customers without the risk of wasted spends.

What is Adwords Googly

Cricket enthusiasts in India use Google for information around match schedules, scores, their favourite player preferences, brand endorsements and much more. We offer you a chance to connect with them in a simple, intelligent and cost effective way.

Googly is an online advertising package targeting Cricket related websites and search words that you can use specially during the upcoming **India vs West Indies series in May 2006**. We have carefully chosen a set of cricket related websites in our partner network so your ads will feature both on our search engine as well as cricket related websites.

Googly packages can be customised according to your brand requirements making your campaign highly relevant and targeted. Your ads (in text as well as image format) will show when consumers search for any of your chosen keywords. Integrate this package to be a part of your offline and online cricket advertising campaign to generate maximum results.

Our package pricing starts at Rs. 1 lakh. If you exhaust your budget you can simply recharge your campaign and continue to take advantage of our relevant traffic.

To know more call us at Google India Contact:

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Or sign up for more information at www.google.co.in/cricket

Best Regards

The Google AdWords Team

