

From: "Google AdSense" <adsense-bg@google.com>
Subject: **Re: [#242235511] Google AdSense**
Date: February 21, 2008 10:10:59 AM CST
To: "George Bakalov" <gpbakalov@gmail.com>

Hello George,

Thank you for your reply.

We understand that you are disappointed with our current policies. We apologize for the inconvenience. However, we have certain policies in place that we believe will help ensure the effectiveness of Google ads for our publishers as well as our advertisers.

Google believes strongly in freedom of expression and offers broad access to content across the web. At the same time, we reserve the right to exercise discretion when reviewing sites participating in AdSense and we reserve the right to disable publishers or sites that are not in compliance with our policies.

Your account remains active, and you are welcome to place Google ads on other sites which comply with AdSense policies.

Please note that we might not be able to reply to any further inquiries on this matter. Thank you for your understanding.

Sincerely,

The Google AdSense Team

This email may be confidential or privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let us know that it went to the wrong person. Thanks.

Google Ireland Ltd.
Gordon House, Barrow Street
Dublin 4, Ireland

Registered in Dublin, Ireland, Registration Number: 368047

Original Message Follows:

From: George Bakalov <gpbakalov@gmail.com>
Subject: Re: Google AdSense
Date: Fri, 15 Feb 2008 06:26:00 -0600

Ladies and gentlemen:

Your decision to disable Google ads from my blog quite frankly leaves me wondering.

First of all, is there anything in particular you are finding offensive in the specific blog entry you had quoted in your email? <http://middlebeast-bg.blogspot.com/2007/11/blog-post.html>

You say you have reviewed the whole site, but you quote a particular page only. Is there a problem with this page only and if yes, can you show me where does it conflict with your policies.

Second, since we have published this blog, thousands of visitors have visited the site. Our site provides content unique for the Bulgarian media landscape and therefore ads to the diversity of choices and opinions people can select from. We've noticed Google ads displayed sometimes on the most bizarre, void of any content web pages. We find it hard to believe Google is "unable to display ads" that will "provide a valuable experience" for our site's visitors.

Thirdly, Google reviewers certainly have the right to "feel" whether certain sites are a good fit or not for the AdSense program. However, we didn't know that Google runs it's business based on "feelings"?

Last time we checked, the whole Google business was still based on sophisticated algorithms, a very smart & aggressive business model and driven by a bottom line mentality. Where exactly do "feelings" come into the picture here?

Fourth, since the content of blog in question is in Bulgarian, it's self-evident your "program specialists" are Bulgarian speakers. Is this a mild form of censorship we're sensing coming from your Bulgarian specialists? And should we expect even more "adjustments" to your AdSense policies based on the "feelings" of your specialists?

We hope you understand the disappointment in this matter!

the publishers of <http://middlebeast-bg.blogspot.com>

On Feb 14, 2008, at 10:46 PM, adsense-support@google.com wrote:

Hello,

Our program specialists regularly review sites in the AdSense program. We have reviewed your site, <http://middlebeast-bg.blogspot.com/2007/11/blog-post.html>, and found that we are unable to display ads that would provide a valuable experience for your site's users or our advertisers. As we feel that the site isn't a good fit for the AdSense program at this time, we have disabled ad serving to the site.

Your account remains active, and you can continue to display ads on other sites. Thank you for your understanding.

Sincerely,

The Google AdSense Team