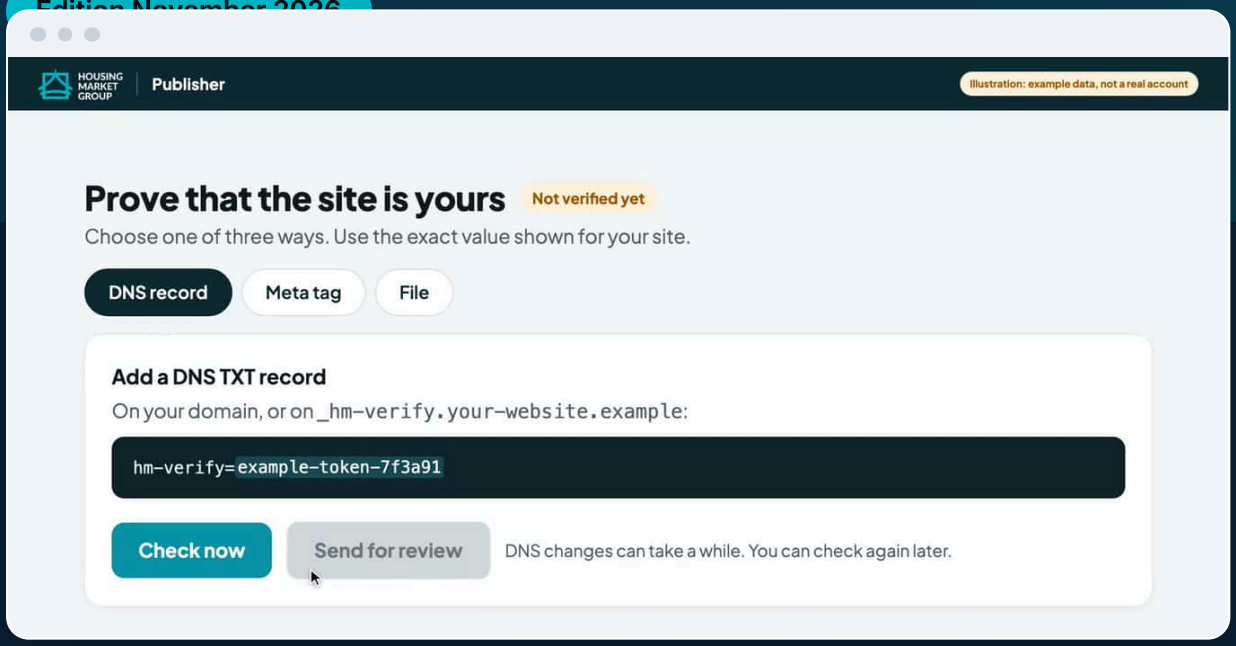
HOUSING MARKET ADS

HOUSING MARKET GROUP

Housing Market Publisher Handbook

For website owners and publishers

Edition November 2026



A Housing Market Group product · publisher.housingmarketads.com

HOUSING MARKET GROUP

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Housing Market Publisher Handbook · Edition November 2026

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BETA

Beta means a feature is new. It works, and we would like to hear what you think of it. The Publisher app shows a Beta notice on its start page.

Help Center: What do Beta and Updating mean in the Publisher app, and are payouts open yet?

PART 1

Getting started

1 What Publisher is

2 Sign up and add your website

1 CHAPTER 1

What Publisher is

All plans | For website owners and publishers

OVERVIEW

A way for website owners to show Housing Market Ads on their own website and earn 2 USD per thousand viewable impressions of paid campaigns.

Housing Market Publisher is for website owners. You show ads from Housing Market Ads advertisers on your website, in places you choose, and you earn when those ads are really seen.

You sign in to the Publisher app with your Housing Market account, add your website, prove that it is yours, and wait for our staff to review it. Then you create ad slots and paste one snippet into your pages. The default rate is 2 USD per thousand viewable impressions of paid campaigns, and the rate in force is the one shown in your account. House ads, which are free Housing Market promotions, earn nothing.

Visit Housing Market Publisher: https://publisher.housingmarketads.com

From the Help Center: **What is Housing Market Publisher?**

STEP BY STEP

1 **Housing Market Publisher** lets you earn from your own website.

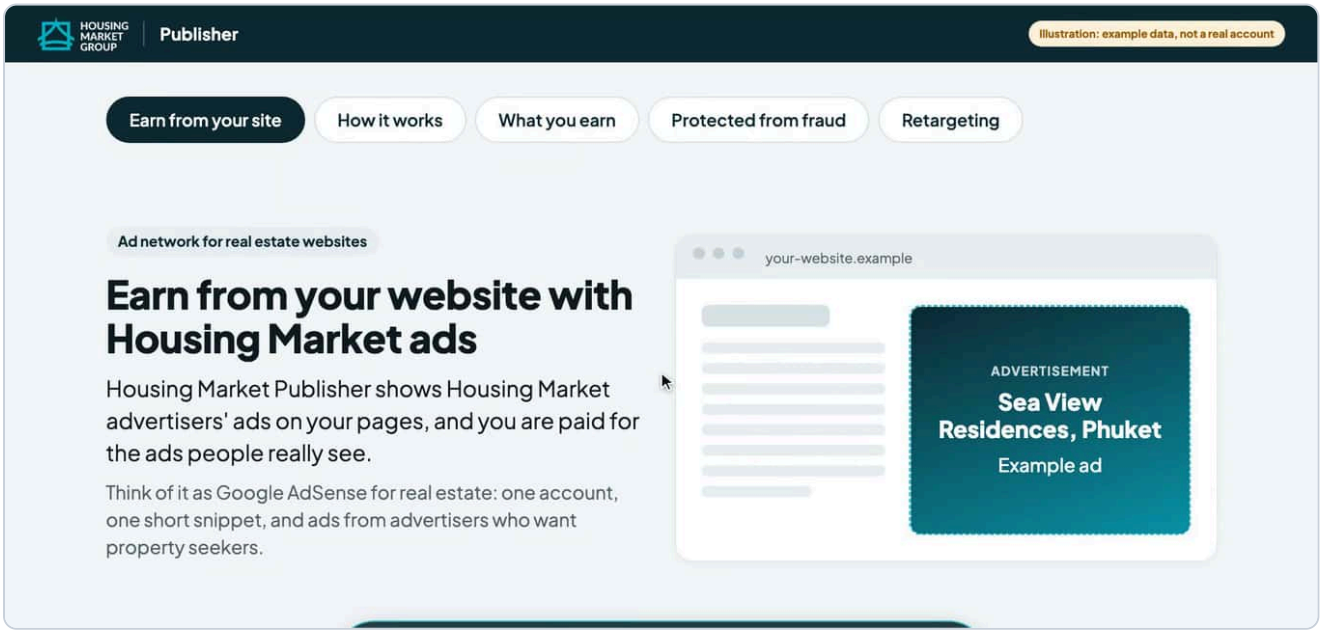


Figure 1.1 · Screen recorded 31 October 2026

2 Housing Market advertisers' **ads appear in a slot** on your page.

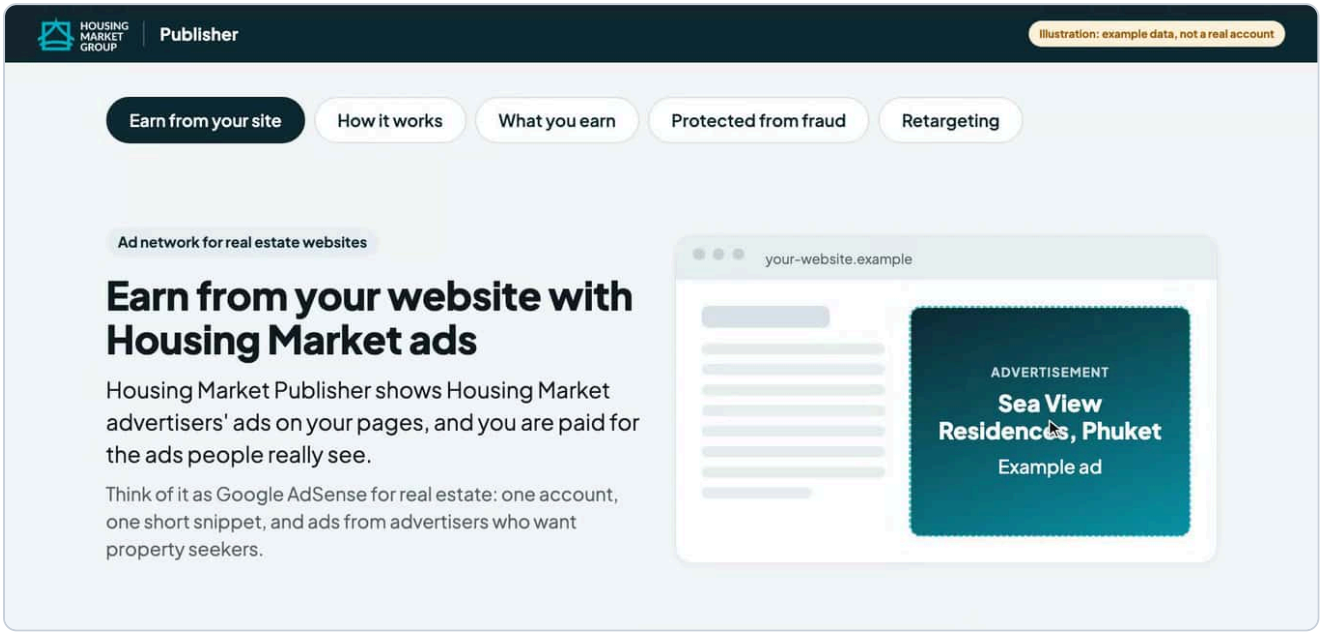


Figure 1.2 · Screen recorded 31 October 2026

3 Getting started takes **five steps**.

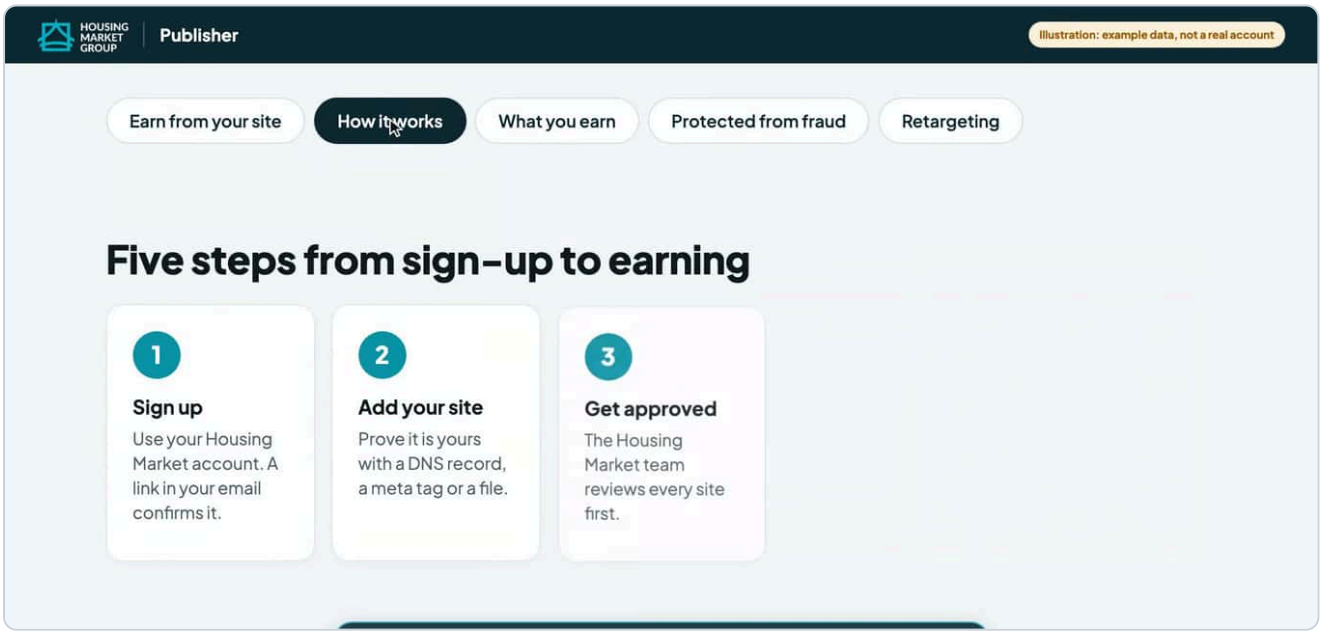


Figure 1.3 · Screen recorded 31 October 2026

4 **Sign up** with your Housing Market account. A link in your email confirms it.

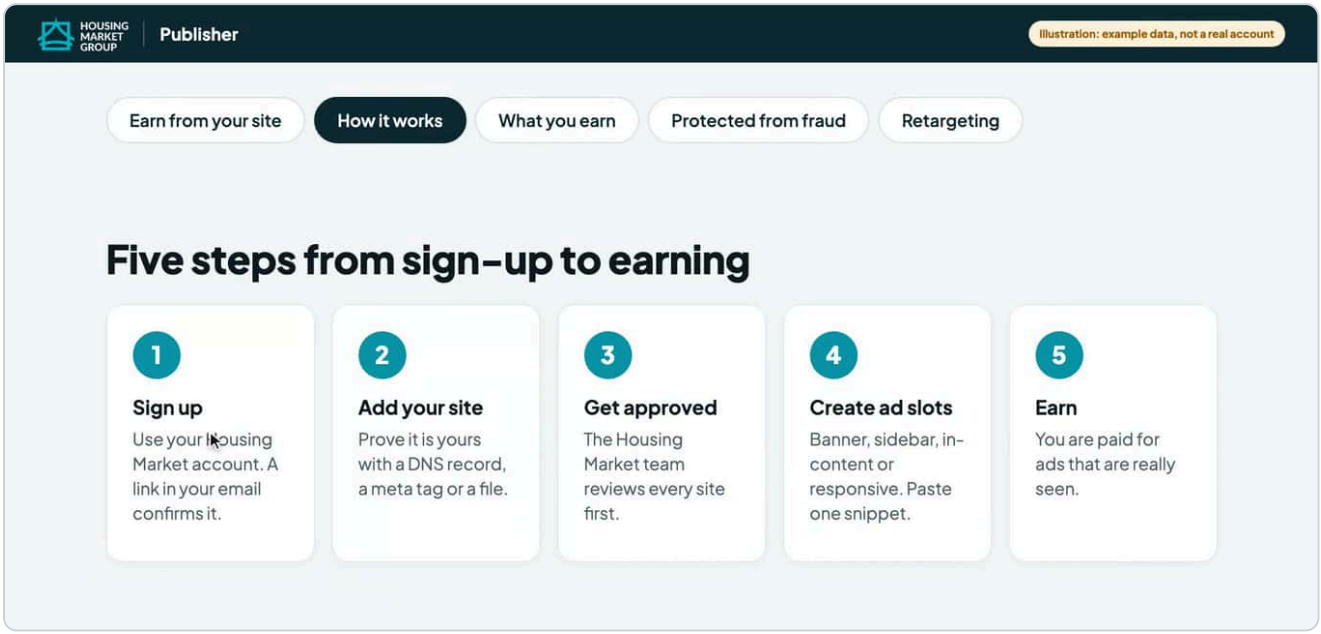


Figure 1.4 · Screen recorded 31 October 2026

5 **Add your site** and prove that it is yours.

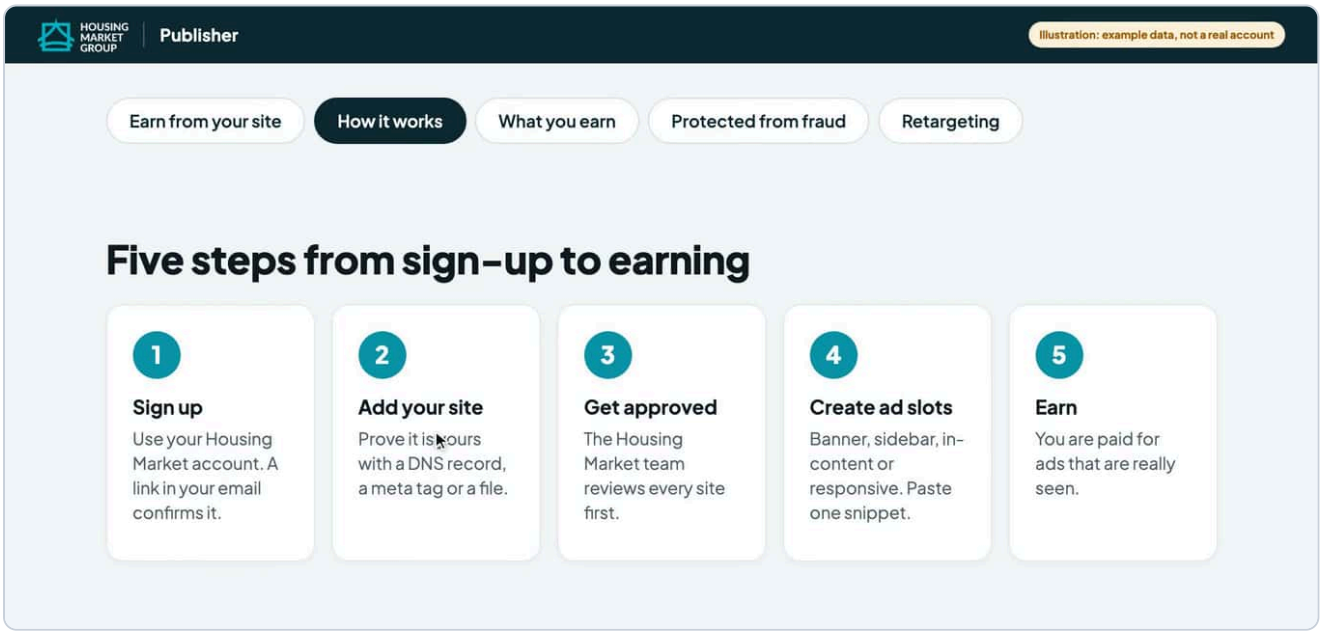


Figure 1.5 · Screen recorded 31 October 2026

6 The Housing Market team **reviews** every site.

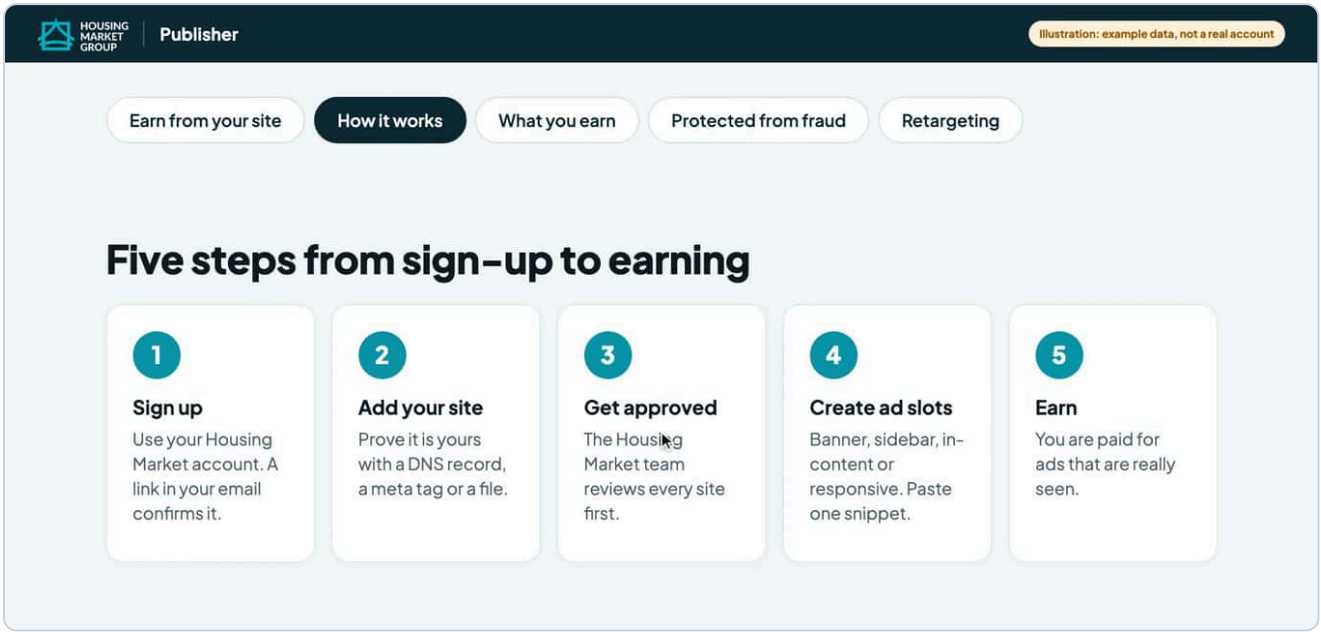


Figure 1.6 · Screen recorded 31 October 2026

7 Create **ad slots** and paste **one snippet** into your page.

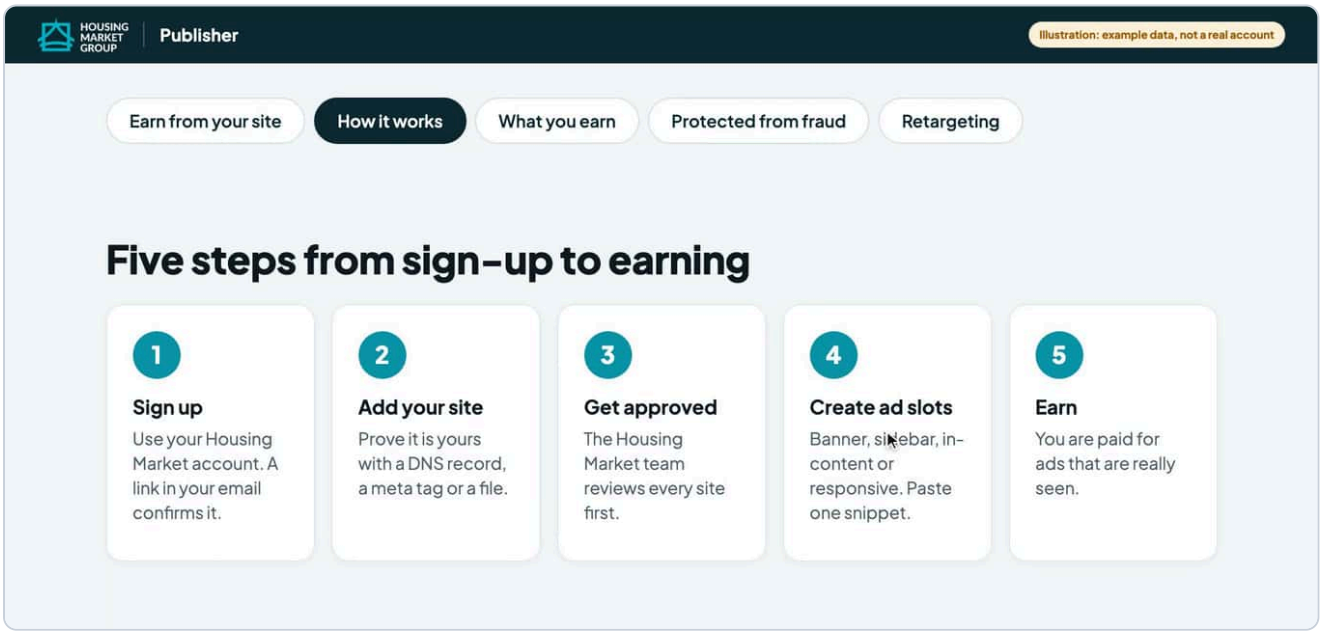


Figure 1.7 · Screen recorded 31 October 2026

8 Then you **earn** from the ads people see.

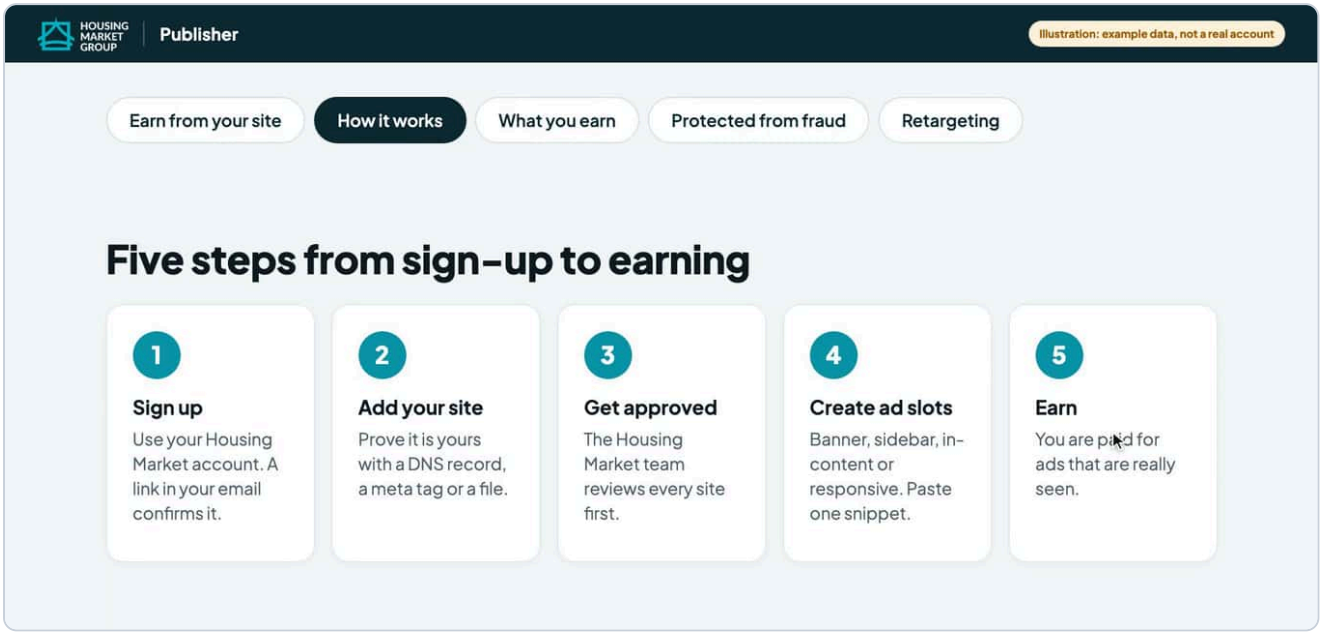


Figure 1.8 · Screen recorded 31 October 2026

9 The default rate is **$2 per 1,000 views**.

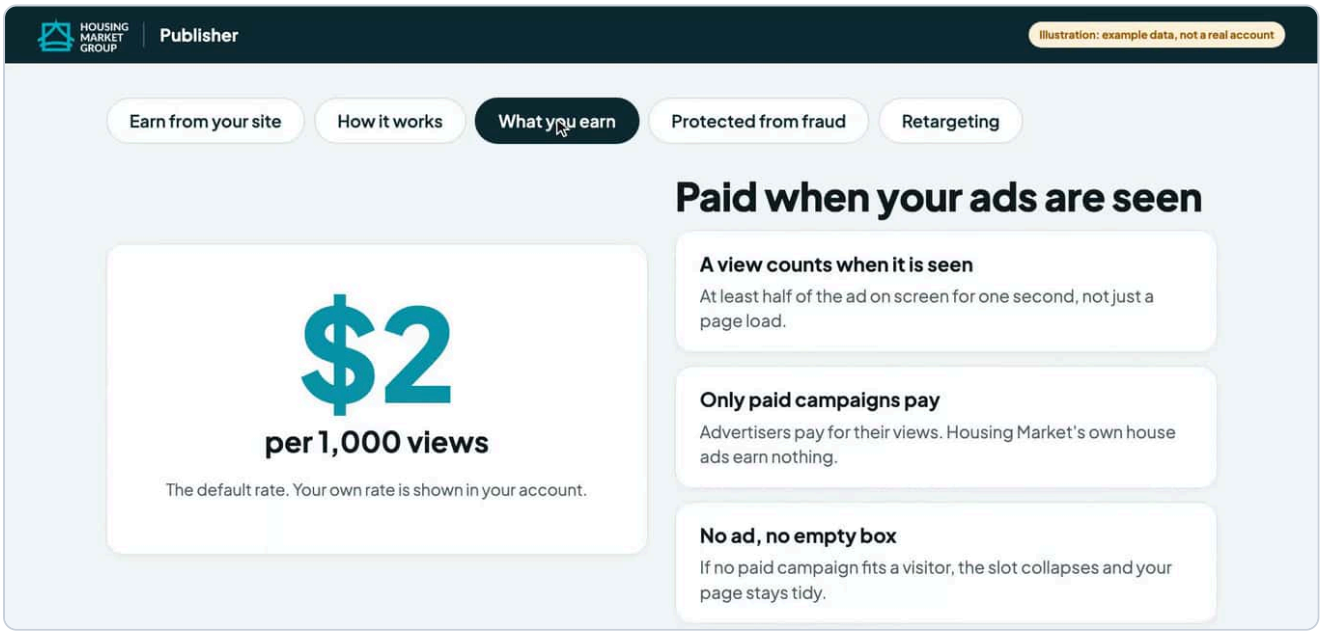


Figure 1.9 · Screen recorded 31 October 2026

10 A view counts when the ad is **really seen**.

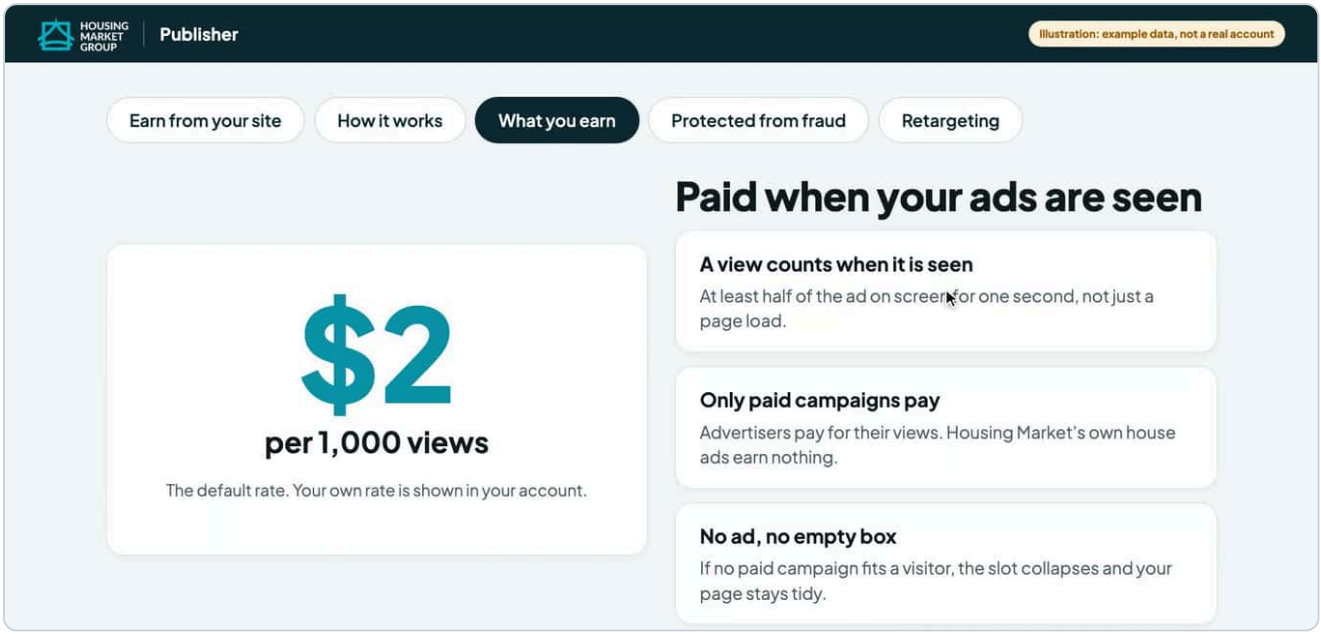


Figure 1.10 · Screen recorded 31 October 2026

11 Only **paid campaigns** pay. House ads earn nothing.

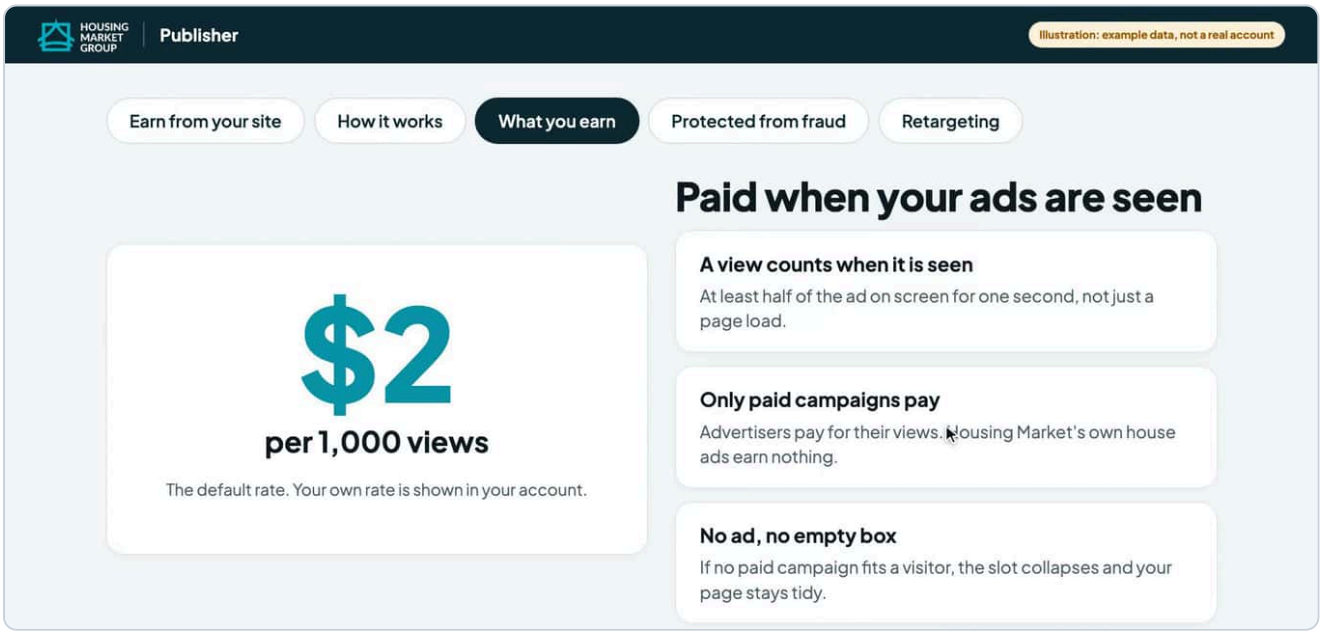


Figure 1.11 · Screen recorded 31 October 2026

12 **No ad, no empty box**: the slot simply collapses.

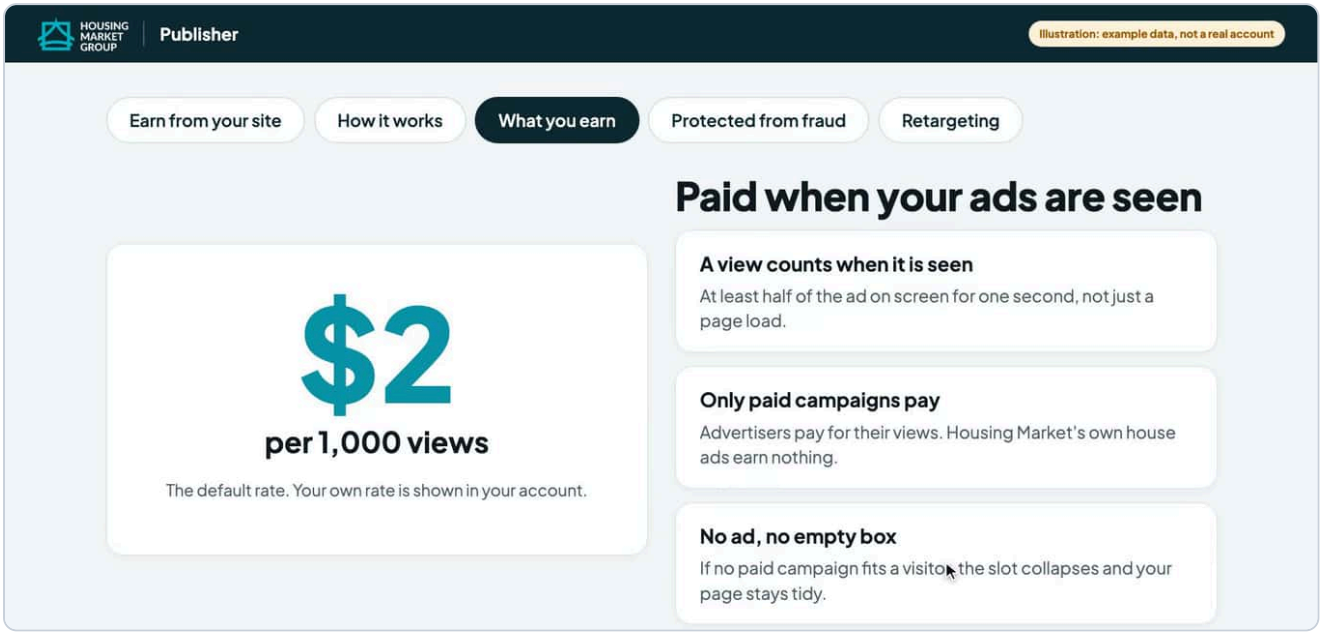


Figure 1.12 · Screen recorded 31 October 2026

13 **Fraud checks** protect advertisers and honest publishers.

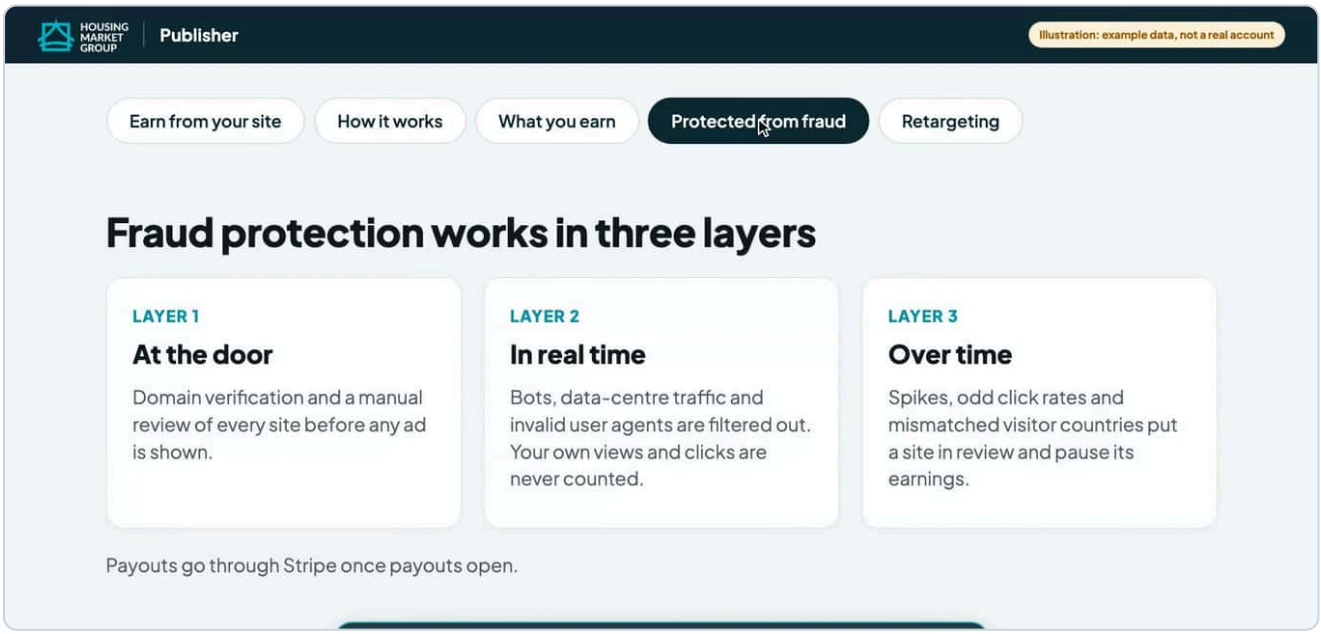


Figure 1.13 · Screen recorded 31 October 2026

14 Sites are reviewed, bots are filtered and odd patterns **pause earnings**.

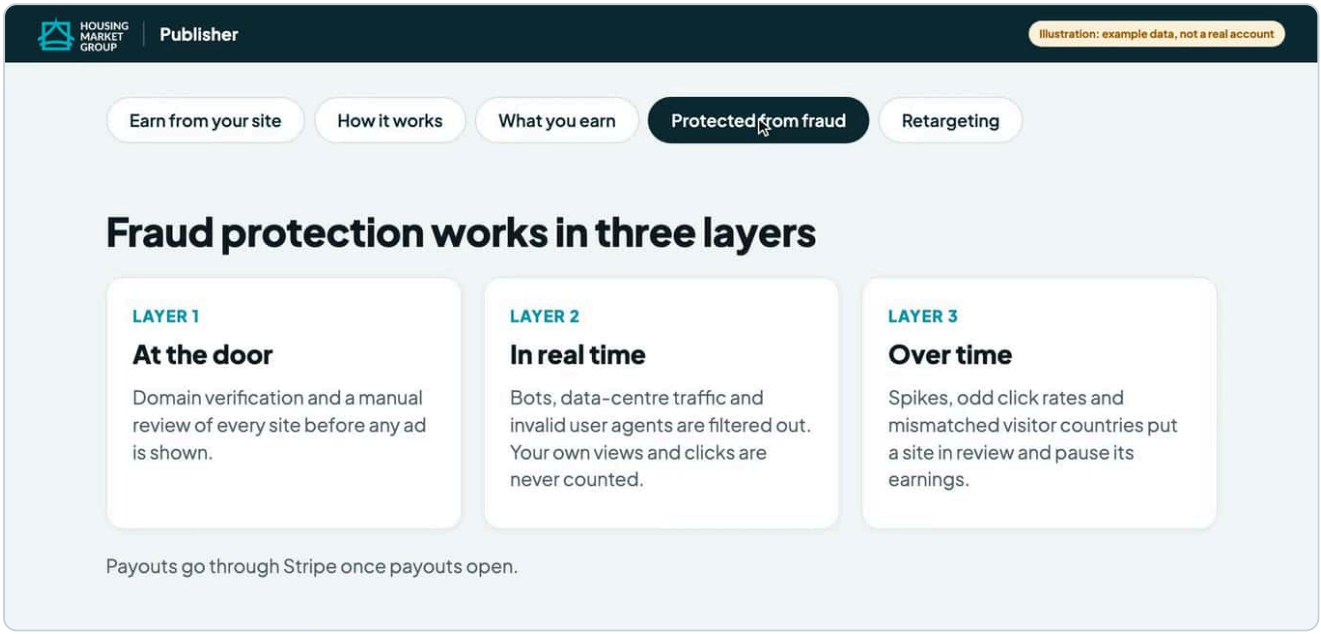


Figure 1.14 · Screen recorded 31 October 2026

15 The same script can add visitors to **Housing Market Ads retargeting** audiences.

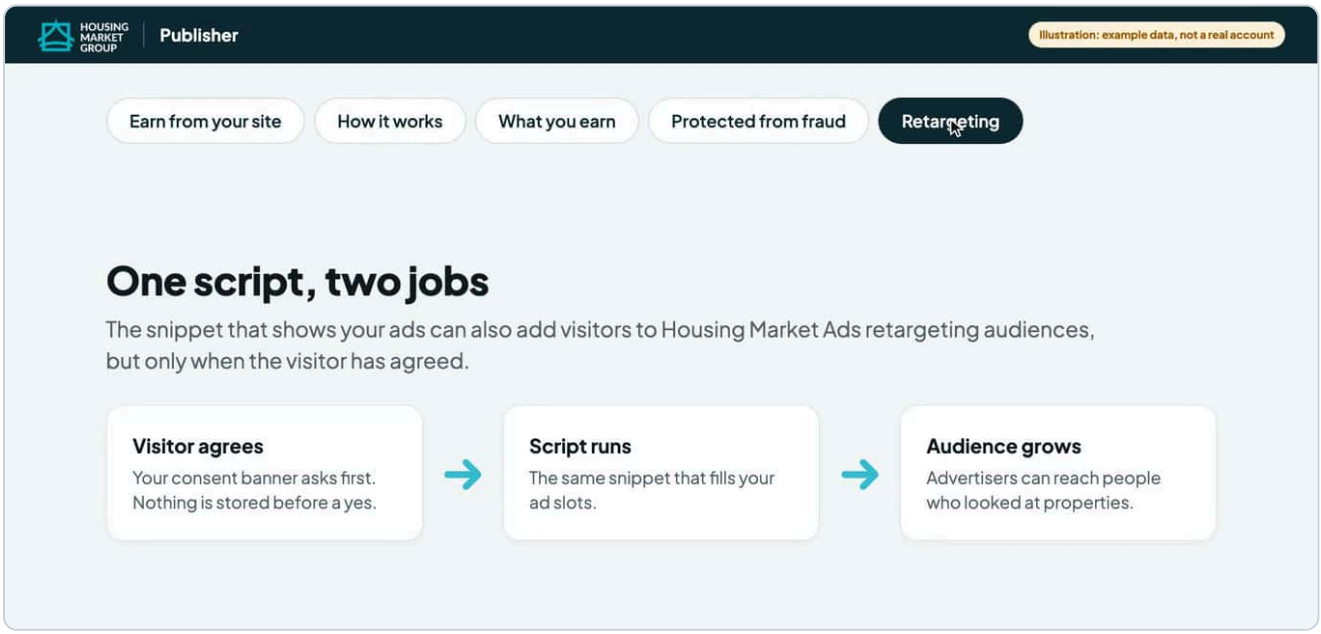


Figure 1.15 · Screen recorded 31 October 2026

16 Only **after the visitor agrees.**

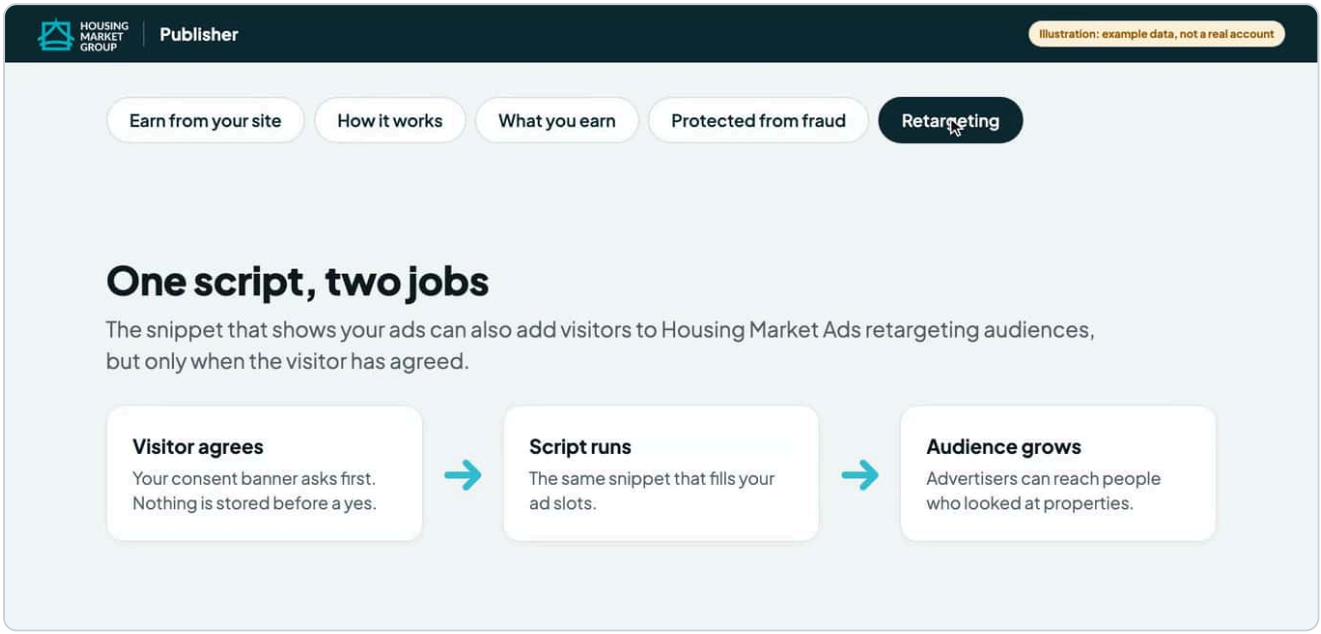


Figure 1.16 · Screen recorded 31 October 2026

17 Sign up at **publisher.housingmarketads.com.**

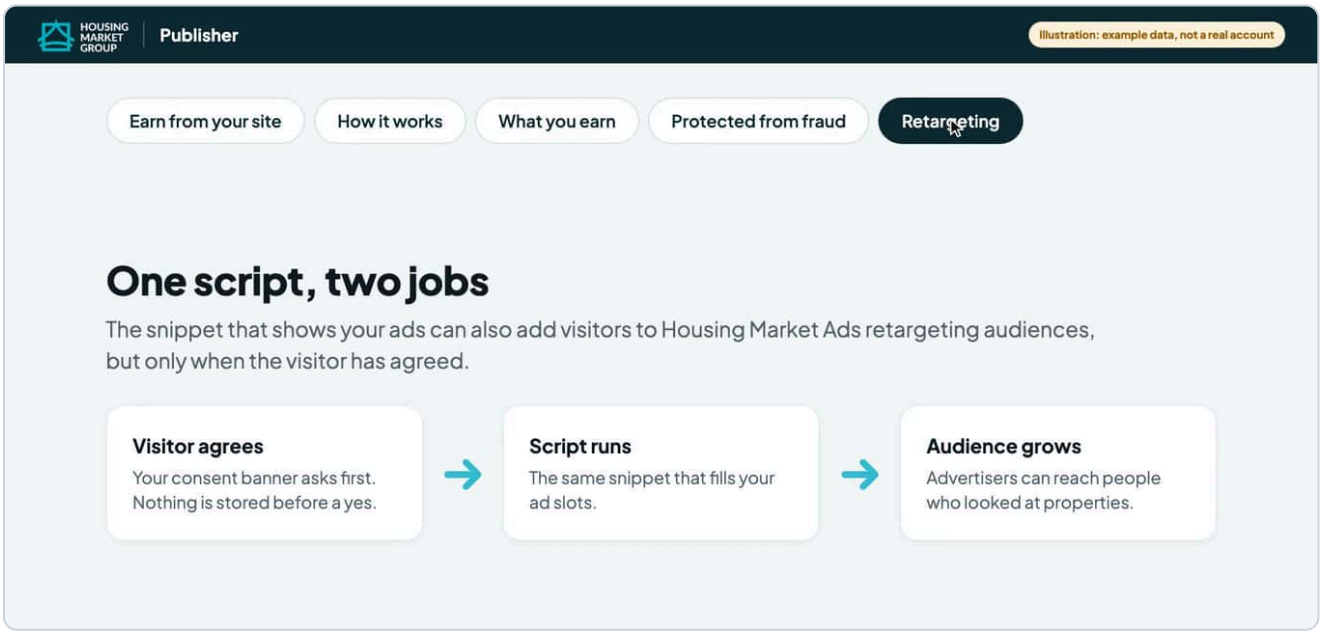


Figure 1.17 · Screen recorded 31 October 2026

GOOD TO KNOW

IMPORTANT Beta marks a feature that is new, and we ask what you think. Updating marks a part that is still being finished. While Updating shows beside payouts, payouts are not open yet.

Help Center: What do Beta and Updating mean in the Publisher app, and are payouts open yet?

RELATED HELP CENTER ARTICLES

Can I use Housing Market Publisher and Housing Market Ads together?	faq.housingmarketgroup.com/faq/can-i-use-housing-market-publisher-and-housing-market-ads-together
What happens to my visitors' data, and what is retargeting?	faq.housingmarketgroup.com/faq/what-happens-to-my-visitors-data-with-housing-market-publisher

2 CHAPTER 2

Sign up and add your website

All plans | For website owners and publishers

OVERVIEW

Choose Create account, then open the link we email you. There is no code to type. The link works for 7 days, and you can always ask for a new one.

- Open the Publisher app at https://publisher.housingmarketads.com. If you already have a Housing Market account, sign in with it: one account works in every Housing Market product.
- If you are new, choose Create account, enter an email address you can open now, choose a password and press Create account.
- The app shows Check your email. Open the email we send to that address and press the link in it. There is no code to type. The link works for 7 days.
- If the email does not arrive, look in your spam folder and then choose Send the link again.

If you forget your password, choose Forgot your password?, enter your email address and press Send me the link. Open the email and choose a new password. There is no code to type. The link works for 24 hours and can be used once, and your password stays as it is until you save a new one.

You are never locked out for not having confirmed your email address: you can always ask for a new confirmation link, and you can reset your password at any time. After you confirm, you read and accept the publisher terms and can add your first website.

From the Help Center: **How do I create my Publisher account and confirm my email address?**

Prove the website is yours in one of three ways: a DNS TXT record, a meta tag on your home page, or a file on your website. Then choose Check now.

After you add a website in the Publisher app, its page shows a token and three ways to use it. Choose one and use the exact values shown on the page:

- Add a DNS TXT record to your domain.
- Add a meta tag to the head of your home page.
- Upload a text file containing the token to your website, at the address the page shows.

Then choose Check now. DNS changes can take a while to spread, so if the check fails straight after you add the record, try again later.

When the website is verified, send it for review. You are told the result on the website’s page.

From the Help Center: **How do I verify my website for Housing Market Publisher?**

STEP BY STEP

1 Start at **publisher.housingmarketads.com**.

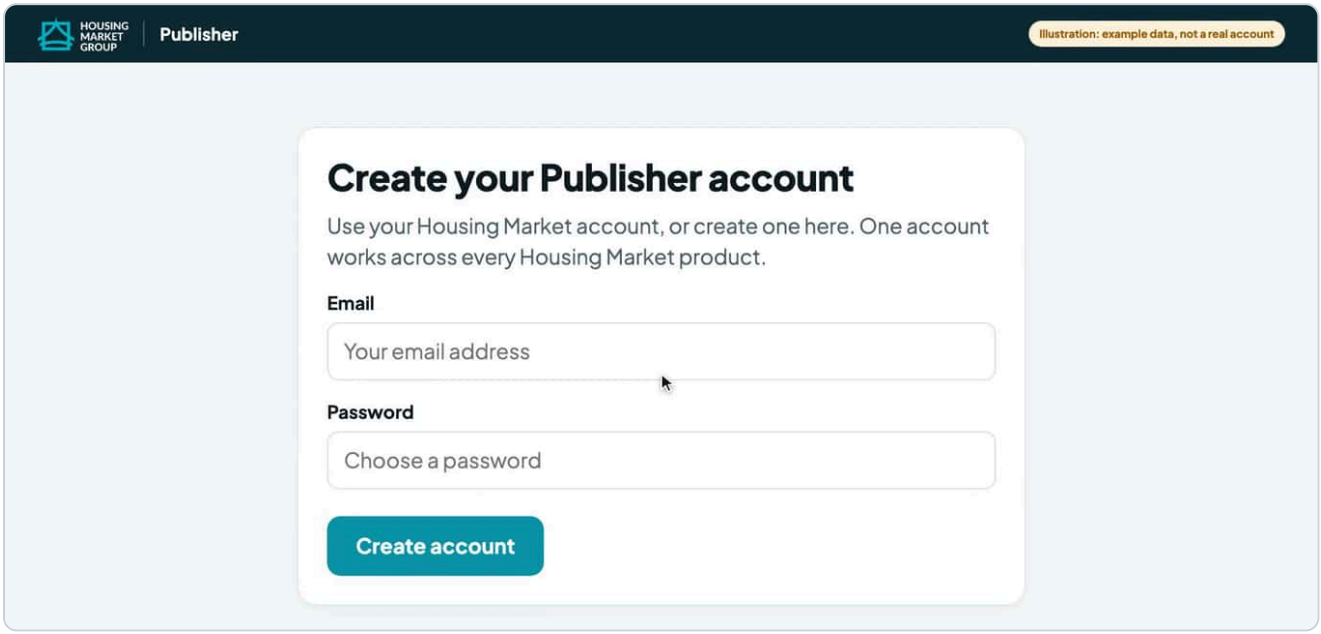


Figure 2.1 · Screen recorded 31 October 2026

2 Enter your **email address**. An existing Housing Market account works too.

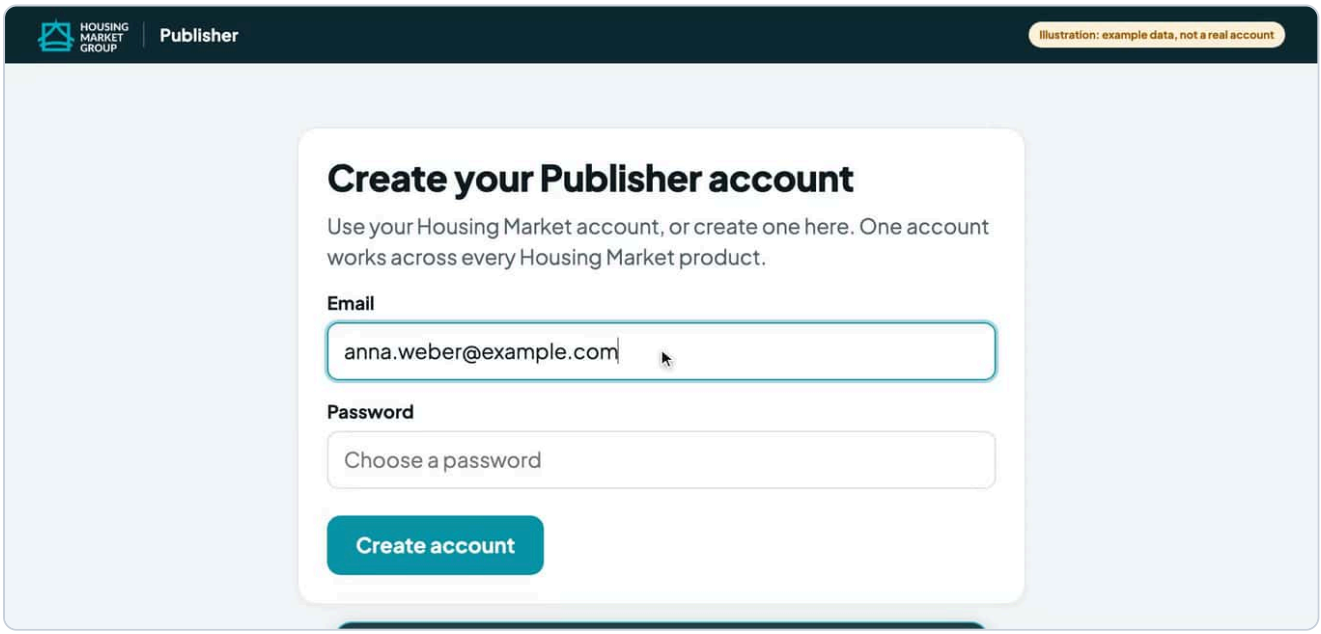


Figure 2.2 · Screen recorded 31 October 2026

3 Choose a **password**.

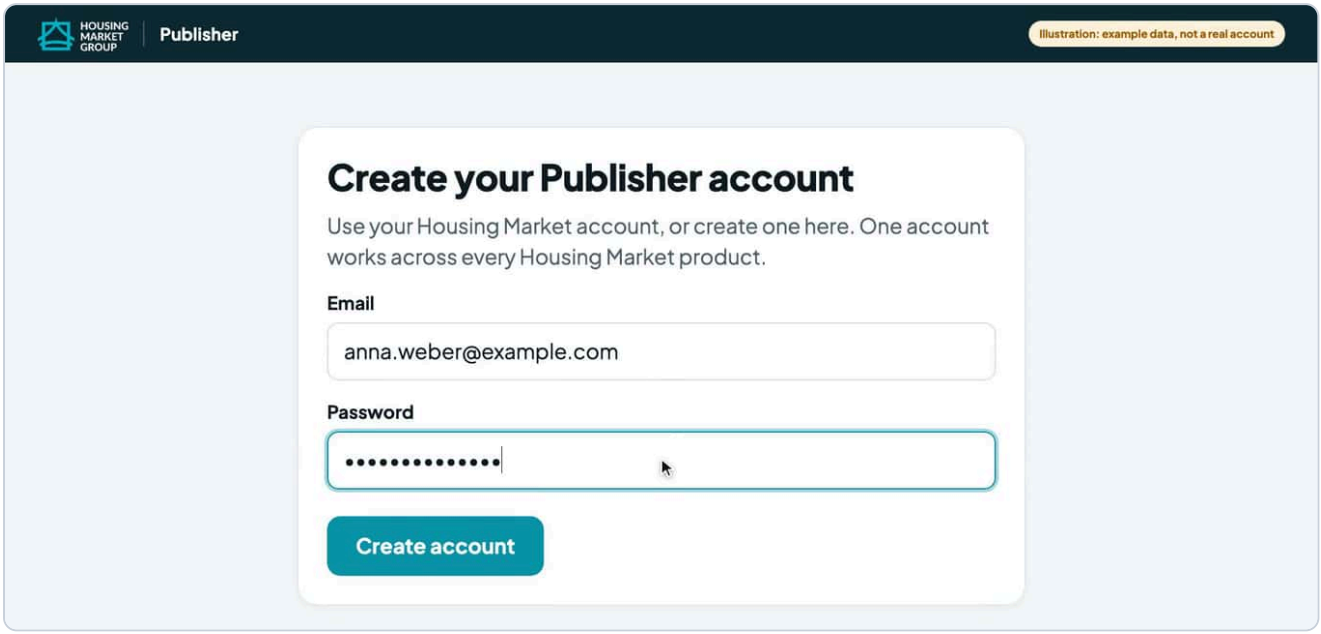


Figure 2.3 · Screen recorded 31 October 2026

4 Select **Create account**.

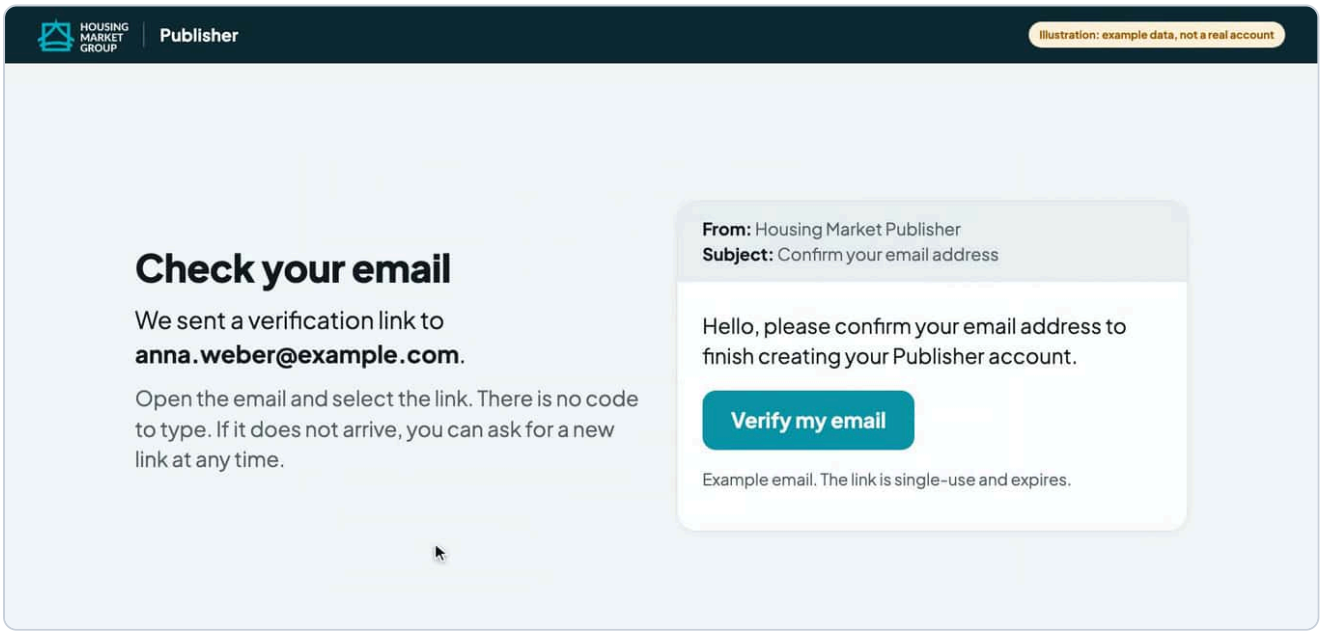


Figure 2.4 · Screen recorded 31 October 2026

5 We email you a **verification link**. There is no code to type.

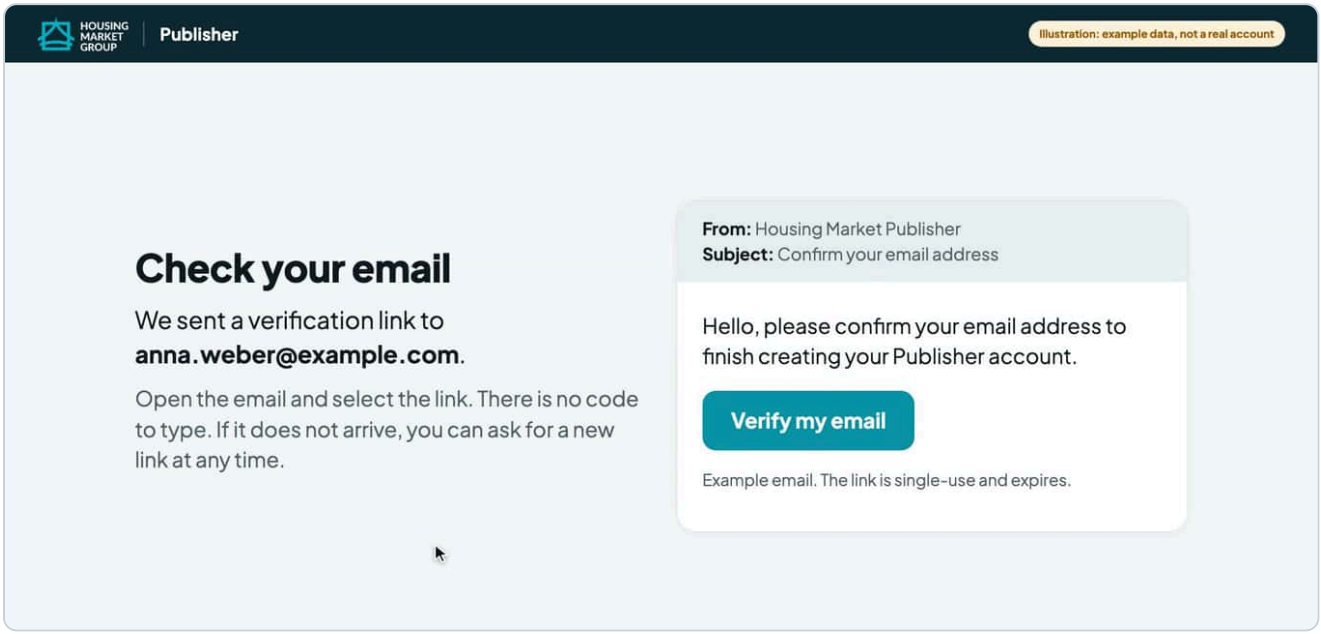


Figure 2.5 · Screen recorded 31 October 2026

6 Open the email and select **Verify my email**.

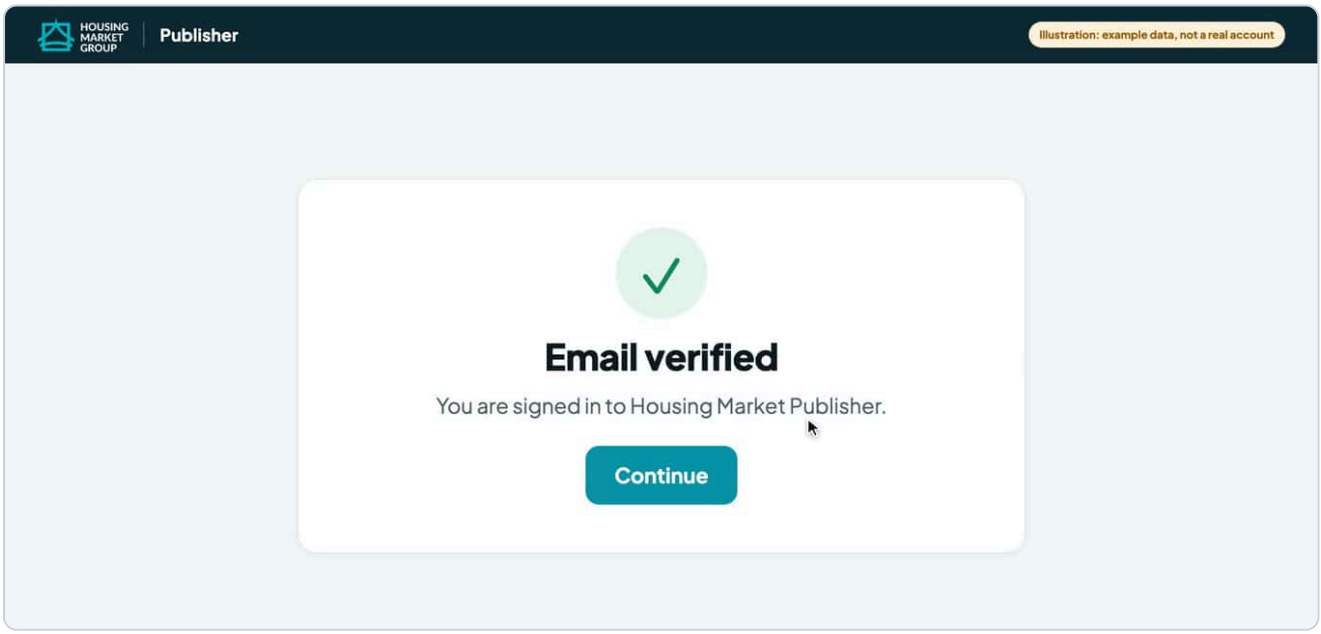


Figure 2.6 · Screen recorded 31 October 2026

7 You are **verified** and signed in. Select **Continue**.

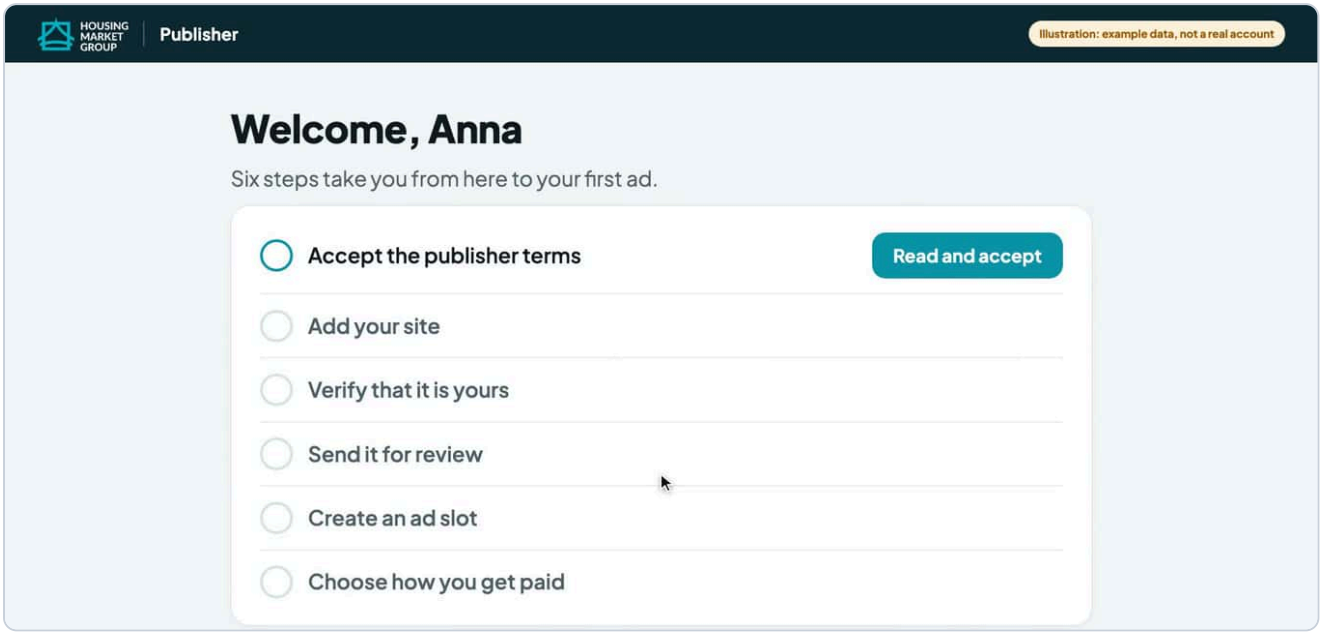


Figure 2.7 · Screen recorded 31 October 2026

8 A **checklist** guides you. First, **accept** the publisher terms.

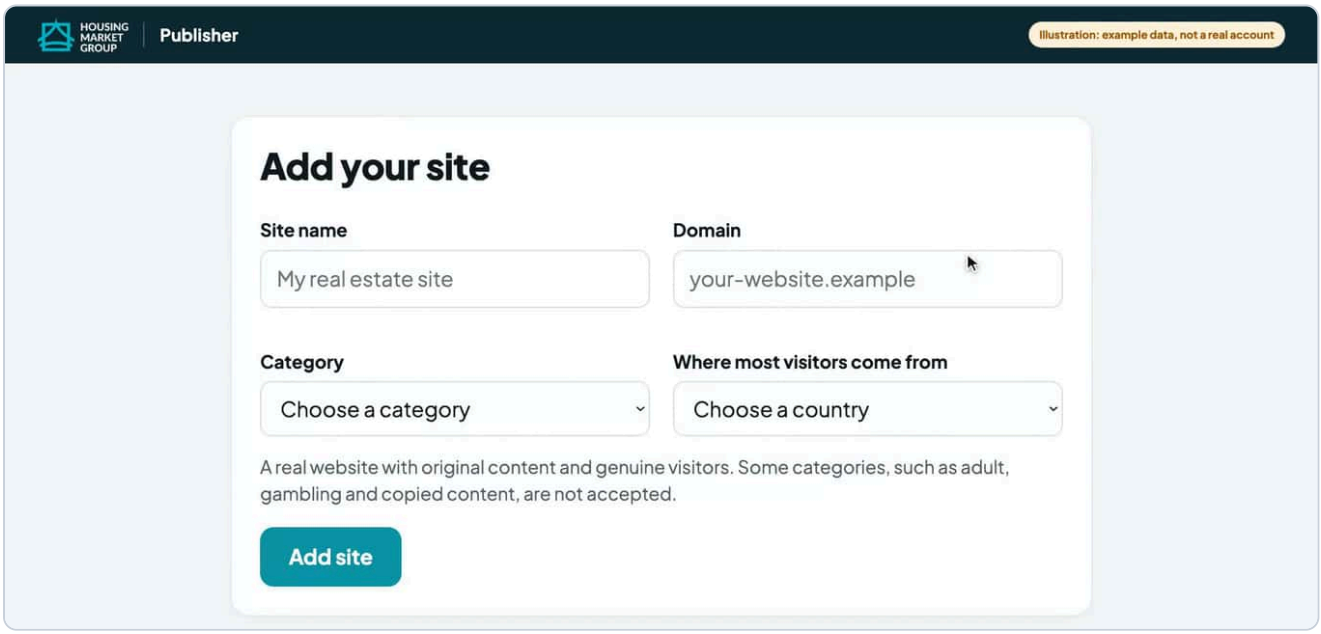


Figure 2.8 · Screen recorded 31 October 2026

9 Give your site a **name** and its **domain**.

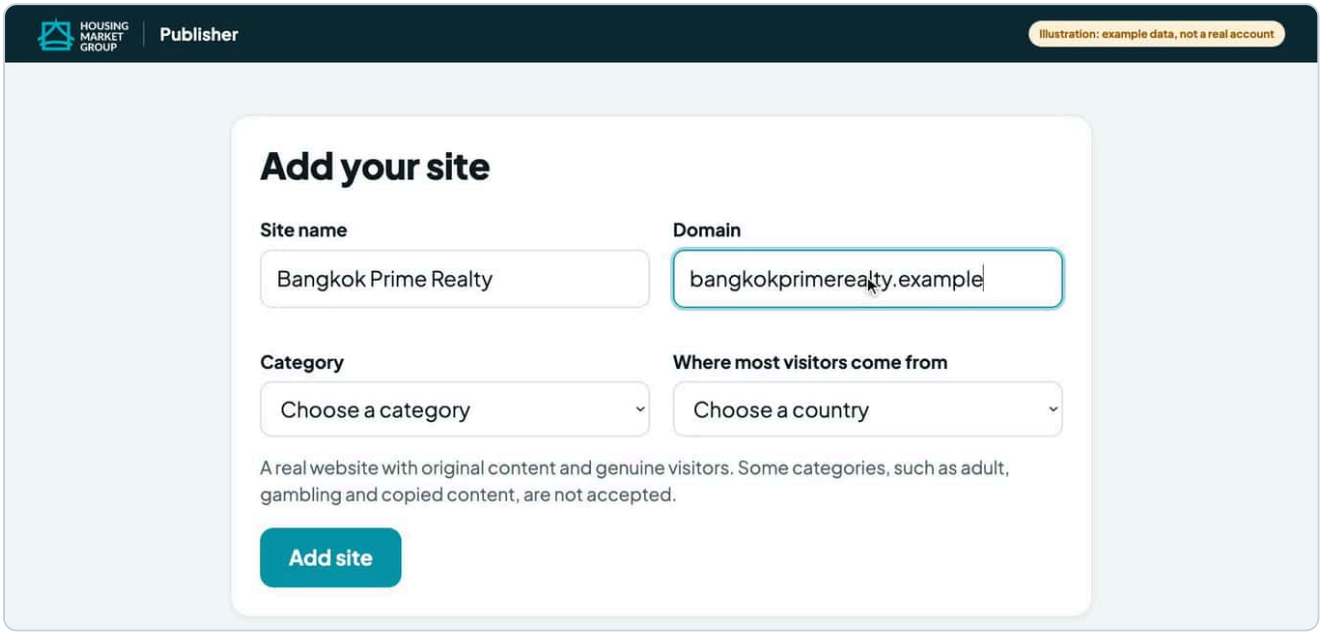


Figure 2.9 · Screen recorded 31 October 2026

10 Choose a **category**.

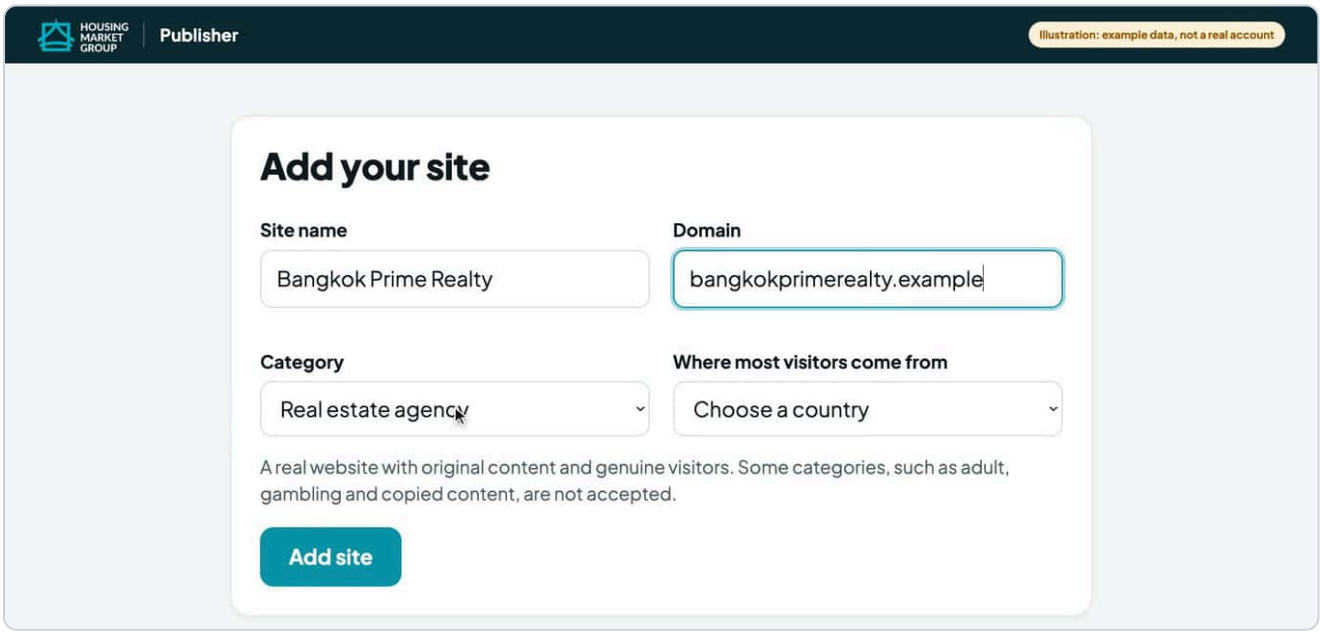


Figure 2.10 · Screen recorded 31 October 2026

11 And the country **most visitors come from**.

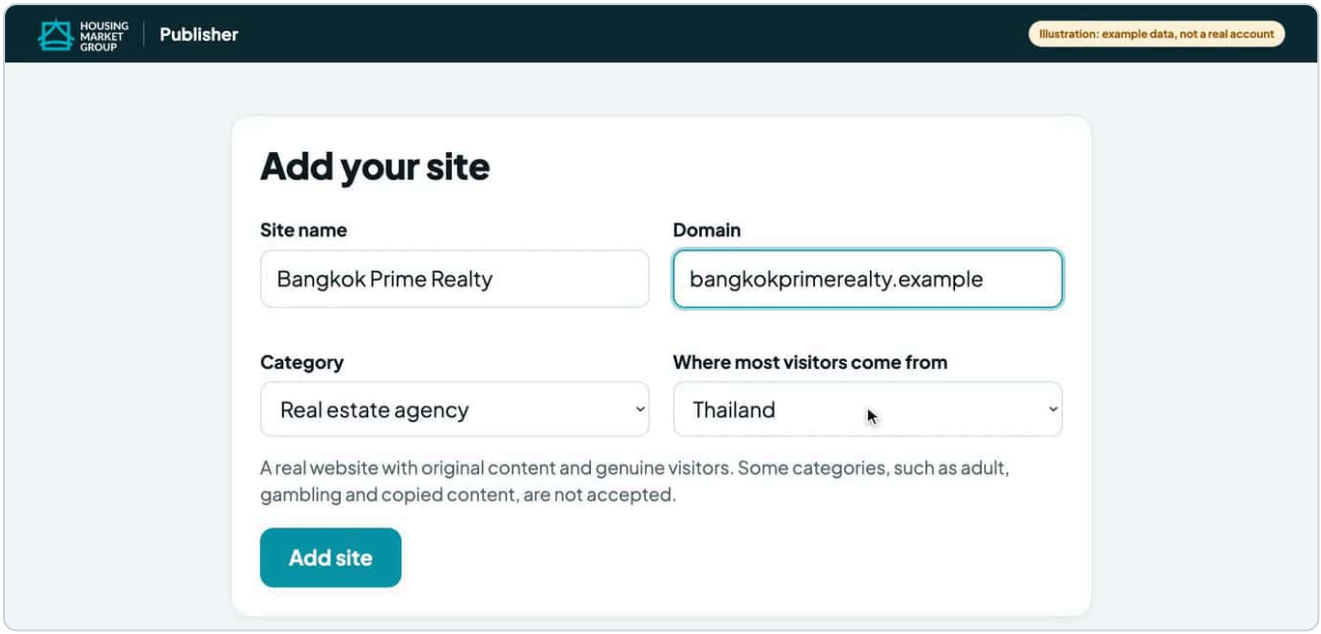


Figure 2.11 · Screen recorded 31 October 2026

12 Select **Add site**.

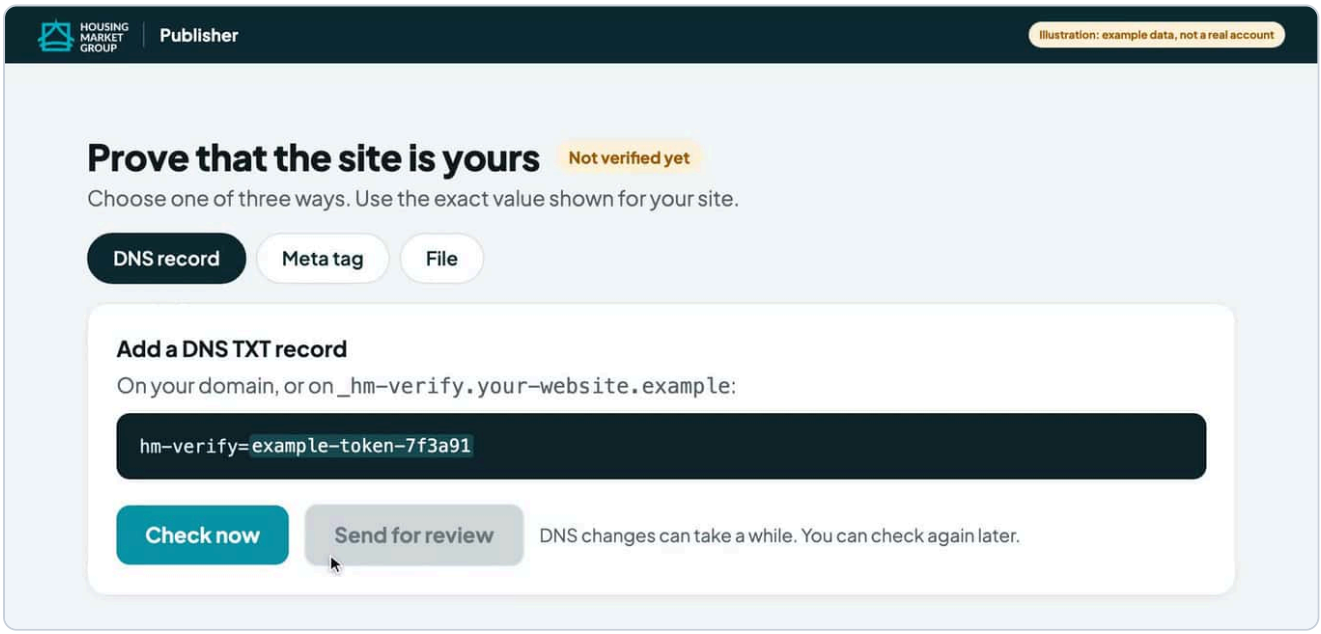


Figure 2.12 · Screen recorded 31 October 2026

13 Now prove the site is **yours**. There are three ways.

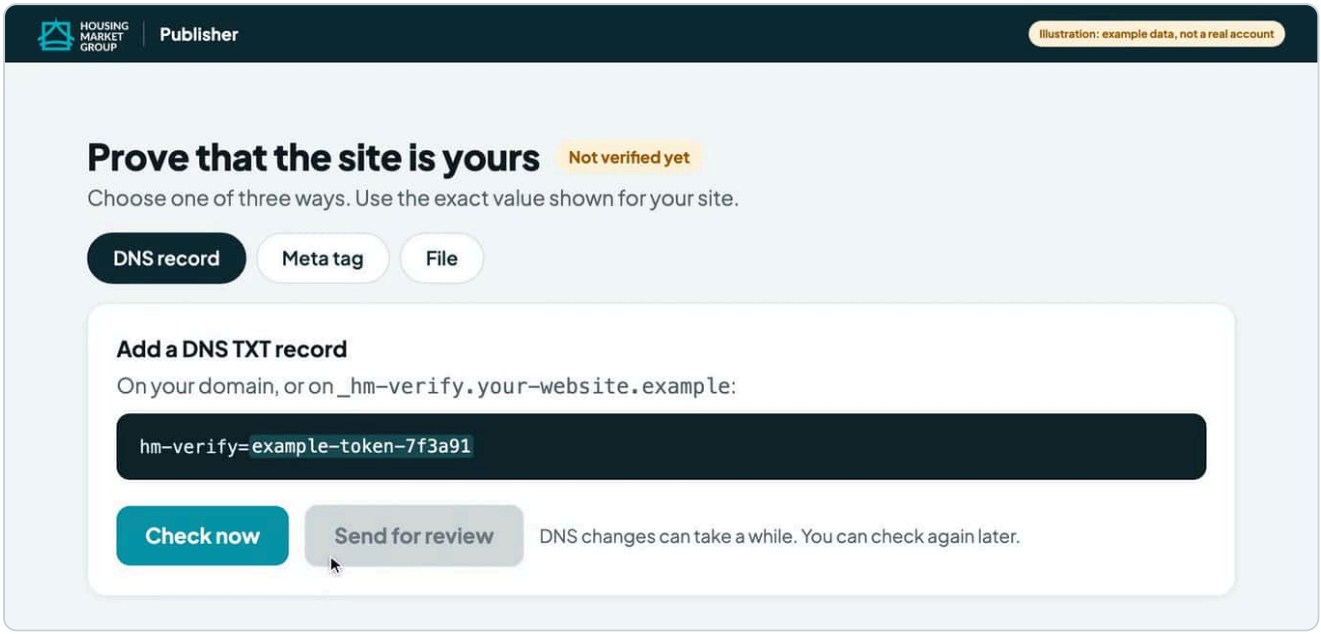


Figure 2.13 · Screen recorded 31 October 2026

14 **DNS record**: add a TXT record to your domain.

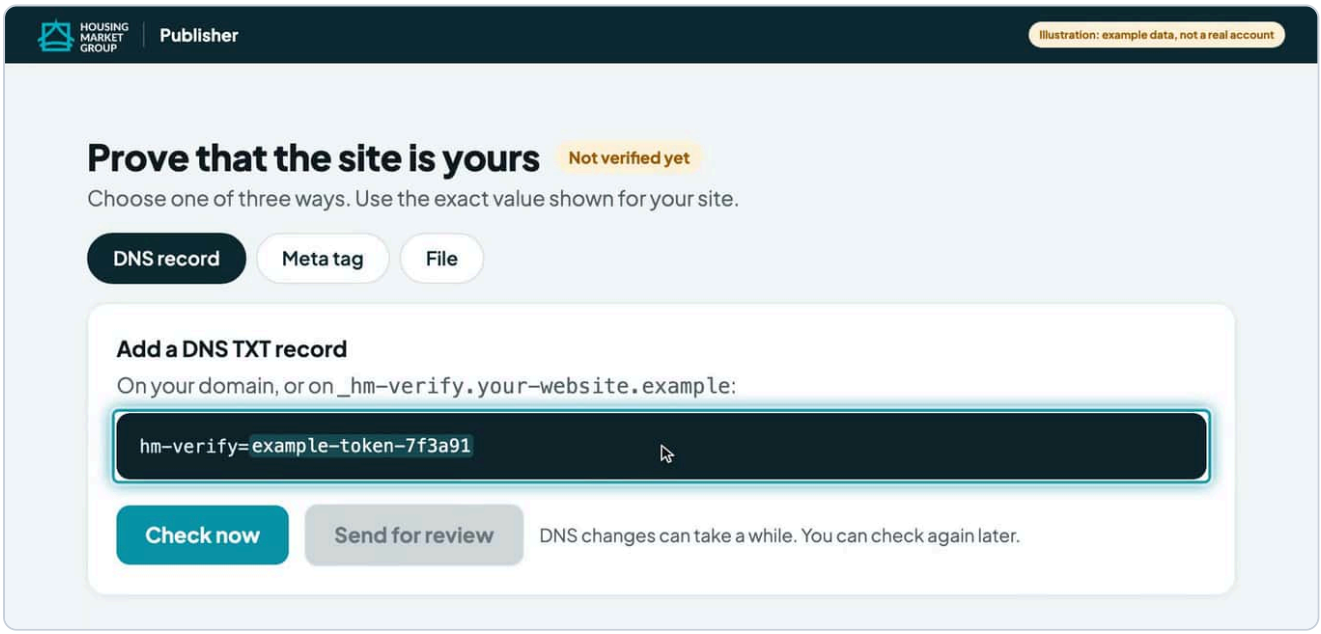


Figure 2.14 · Screen recorded 31 October 2026

15 **Meta tag**: add one line to your home page.

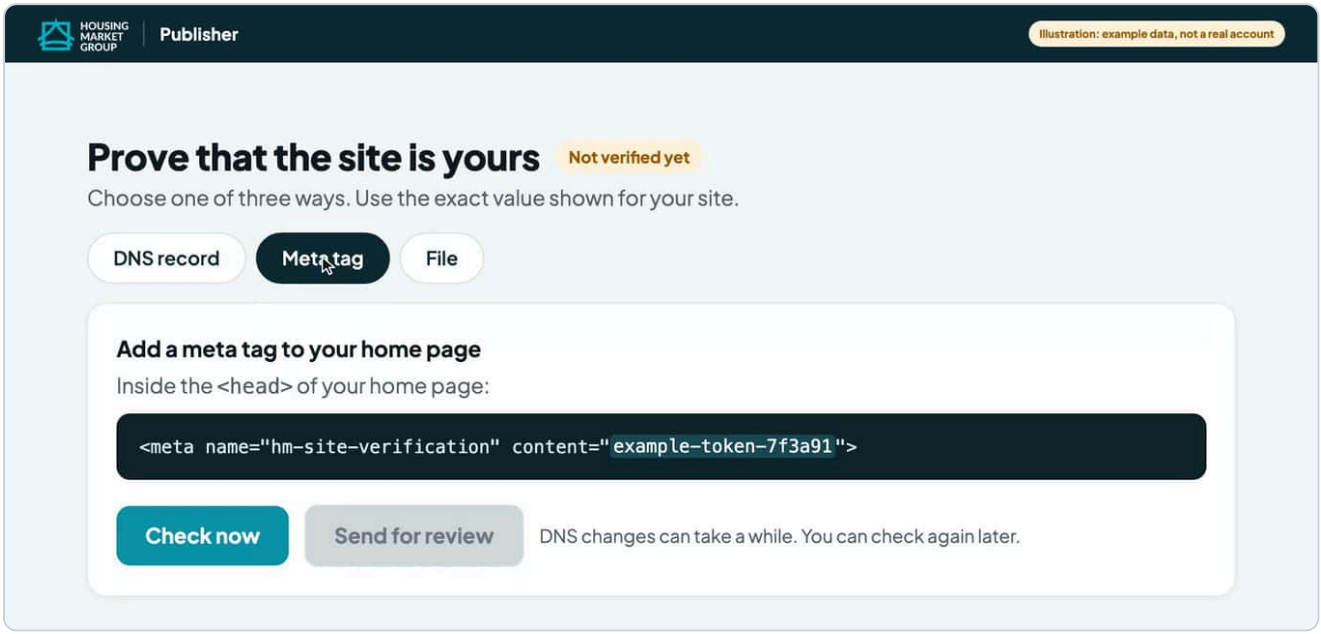


Figure 2.15 · Screen recorded 31 October 2026

16 **File**: upload a small text file to your site.

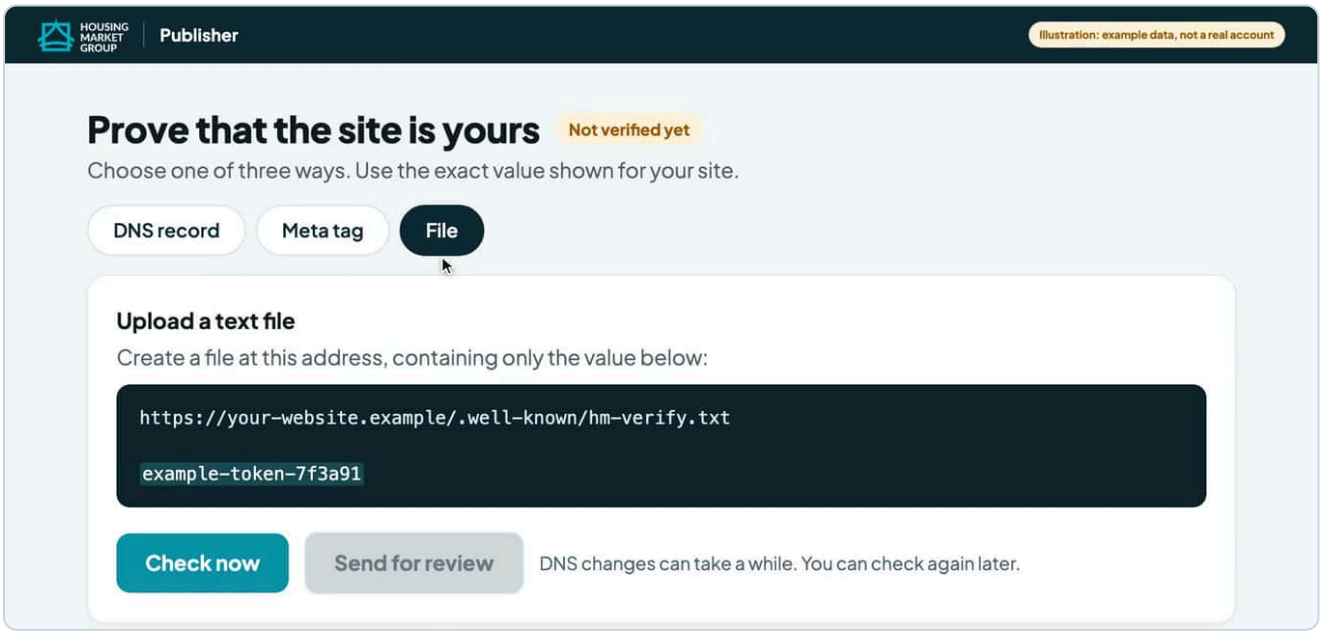


Figure 2.16 · Screen recorded 31 October 2026

17 Use any one, then select **Check now**.

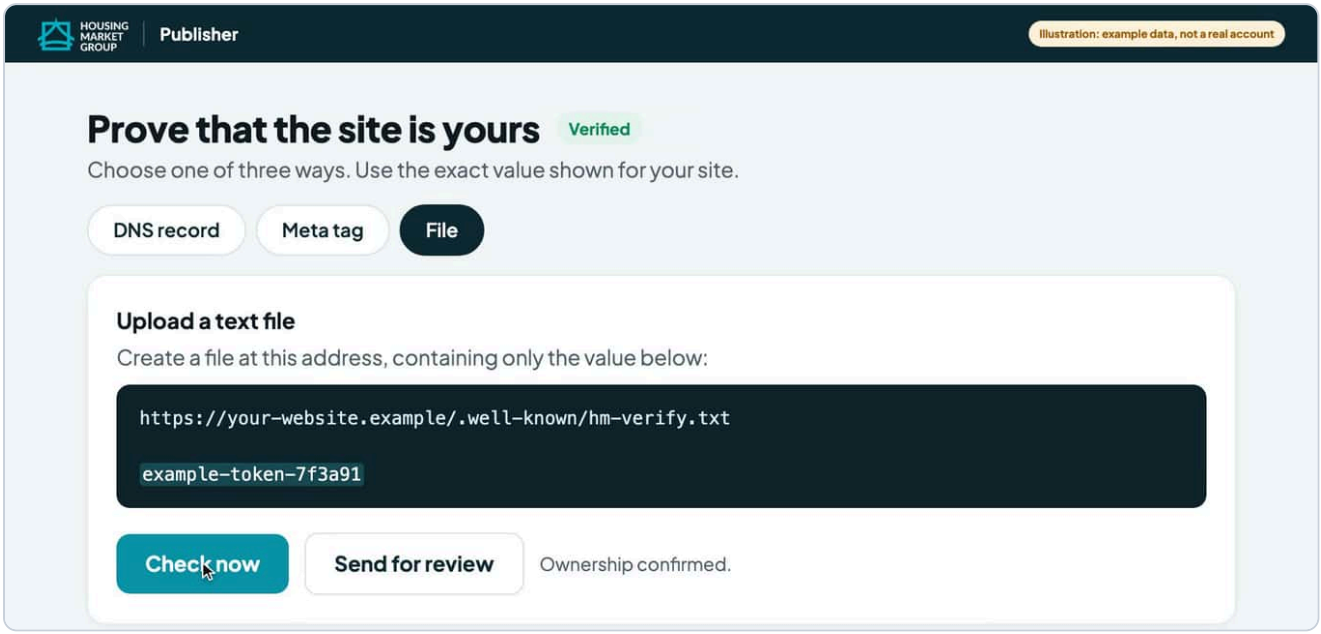


Figure 2.17 · Screen recorded 31 October 2026

18 The status changes to **Verified**.

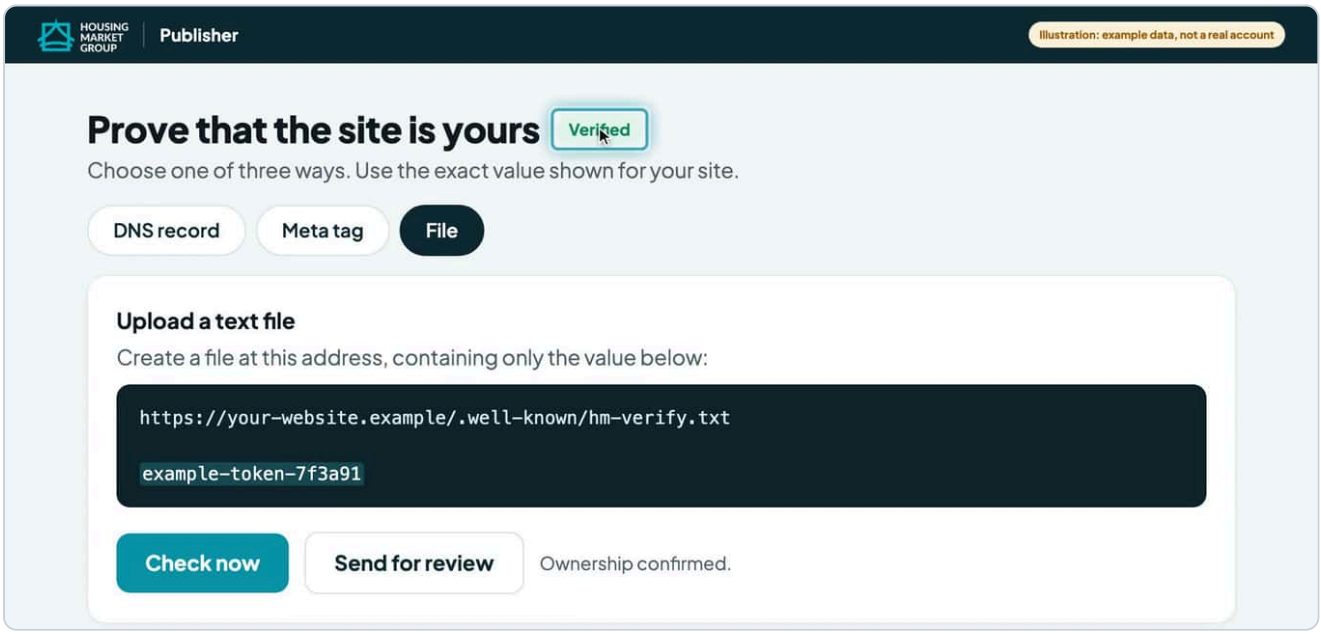


Figure 2.18 · Screen recorded 31 October 2026

19 Next, **send the site for review**.

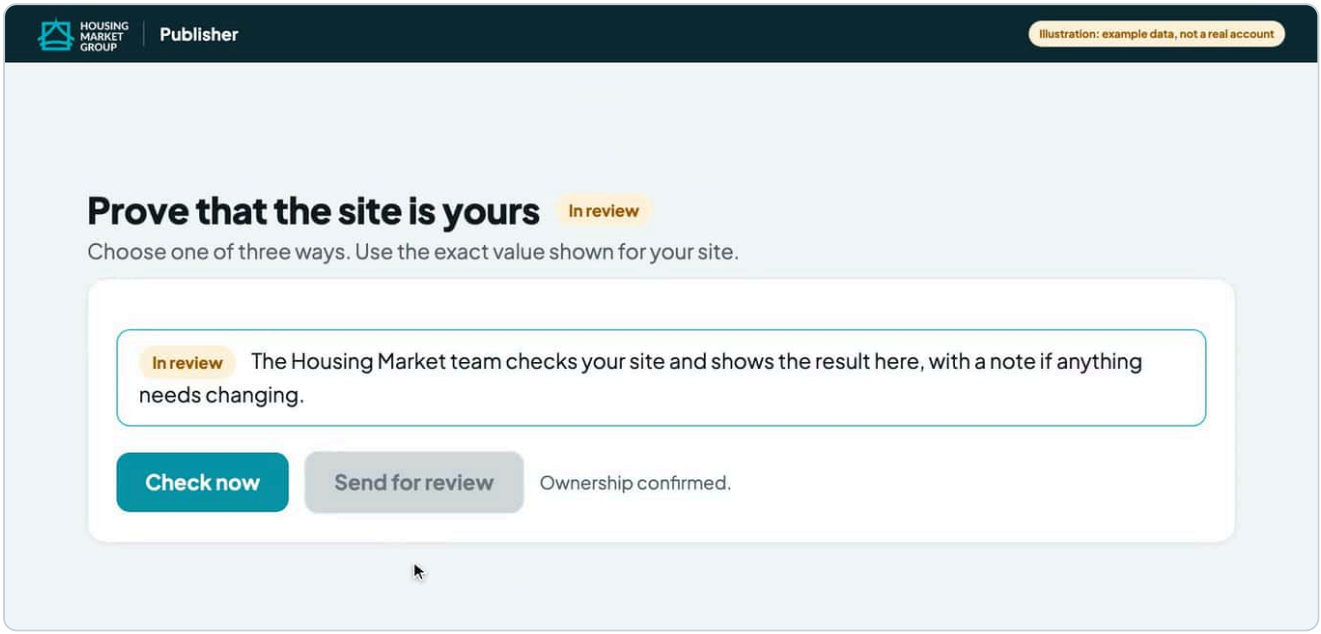


Figure 2.19 · Screen recorded 31 October 2026

20 The Housing Market team checks it before **any ad is shown**.

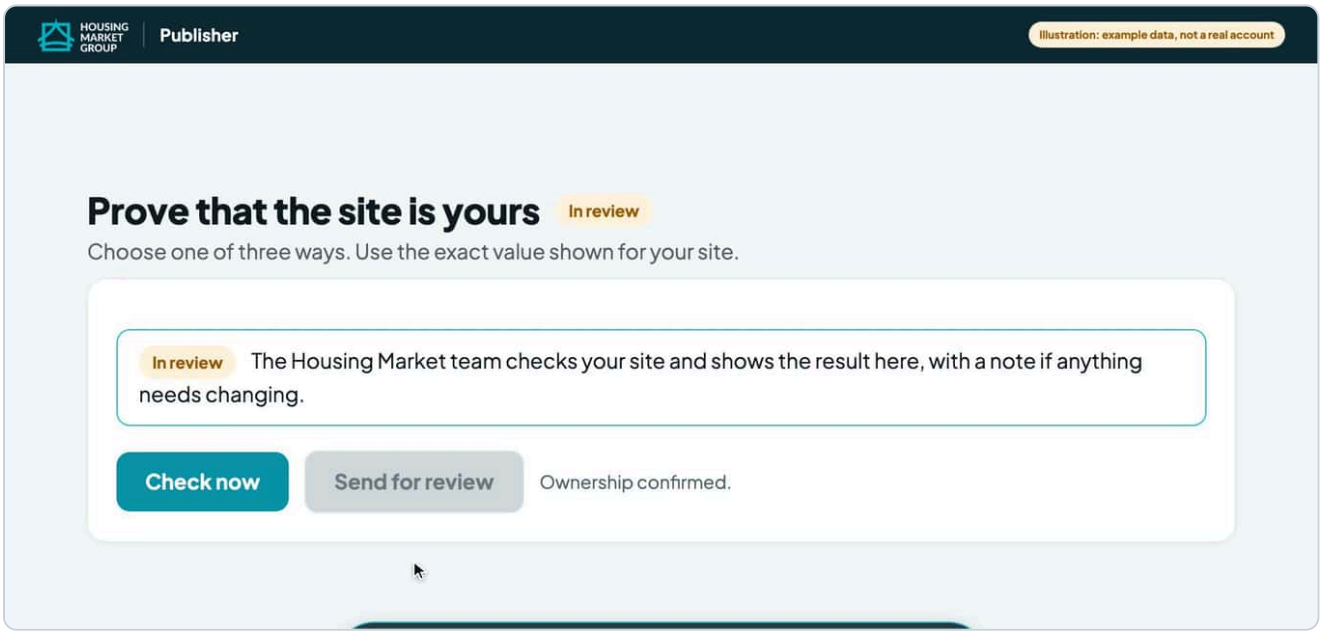


Figure 2.20 · Screen recorded 31 October 2026

21 Once it is approved, you can **create ad slots**.

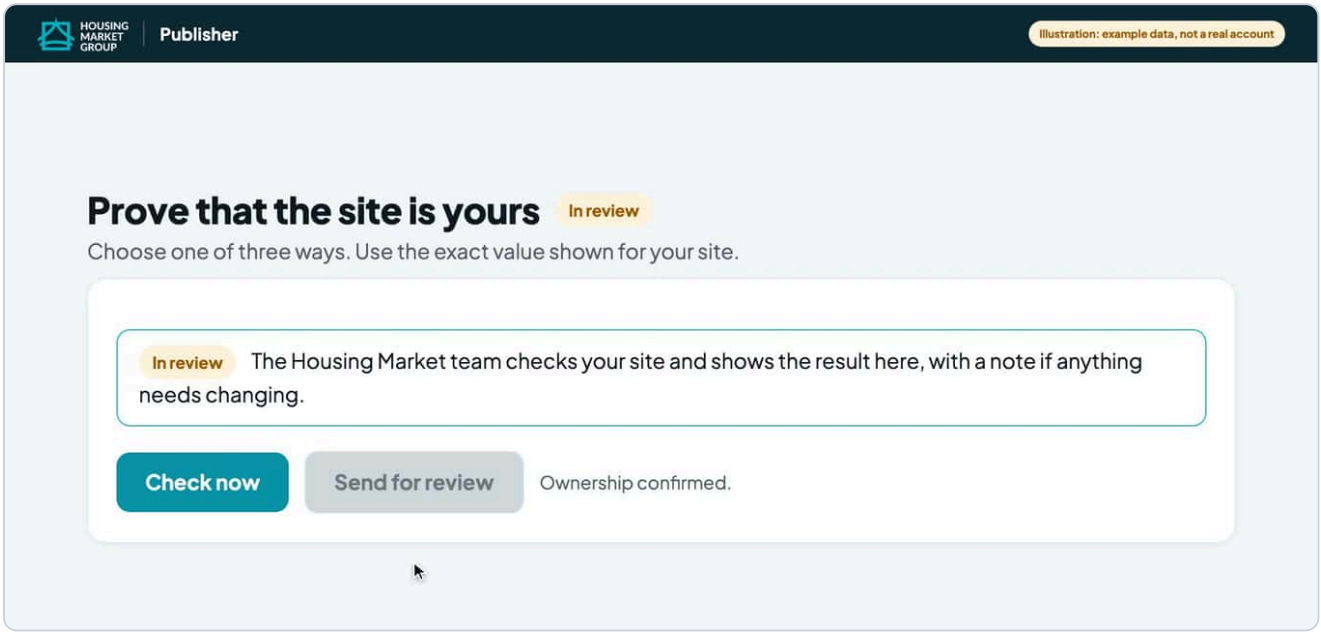


Figure 2.21 · Screen recorded 31 October 2026

GOOD TO KNOW

NOTE

A real website with original content and genuine visitors, in an allowed category, that the owner proves is theirs. Our staff review each website before any ad appears.

Help Center: Which websites can join Housing Market Publisher?

RELATED HELP CENTER ARTICLES

How long does the review of my website take?	faq.housingmarketgroup.com/faq/how-long-does-the-publisher-site-review-take
How do I start earning with Housing Market Publisher?	faq.housingmarketgroup.com/faq/how-do-i-start-earning-with-housing-market-publisher

PART 2

Ad slots

3 Create ad slots and add the snippet

3 CHAPTER 3

Create ad slots and add the snippet

All plans | For website owners and publishers

OVERVIEW

Create an ad slot in the Publisher app, copy its snippet and paste it into your page's HTML where the ad should appear. In WordPress, use a Custom HTML block.

- In the Publisher app, open your approved website and choose to create an ad slot. Pick its place (banner, sidebar or in-content) and its size: a standard size or responsive.
- Copy the snippet the app shows for that slot. It is shown only after your website is approved.
- Paste it into your page where the ad should appear, then publish the page and open it in a new browser window to check.

The snippet has two parts: a script line that loads Housing Market once per page, however many slots the page has, and a short placeholder line that marks where one slot appears. The script line looks like this: <script async src="..."></script>. Copy the real snippet from the app rather than typing it.

- Plain HTML: paste the placeholder line into the page where the ad should appear, and the script line once in the same page, for example just before the closing body tag.
- WordPress: edit the page or post, add a Custom HTML block where the ad should appear and paste the snippet into it. For every page of your website at once, put the script line in your theme's footer or header area or in a header and footer plugin, and the placeholder lines where each slot should appear.
- Another website builder: use its embed or custom code element and paste the snippet in the same way.

If a slot shows nothing, see the answer in this section about an empty slot. Remember to show your visitors a consent banner as well.

From the Help Center: **How do I add the Publisher snippet to my website?**

STEP BY STEP

1 With your site **approved**, you can create ad slots.

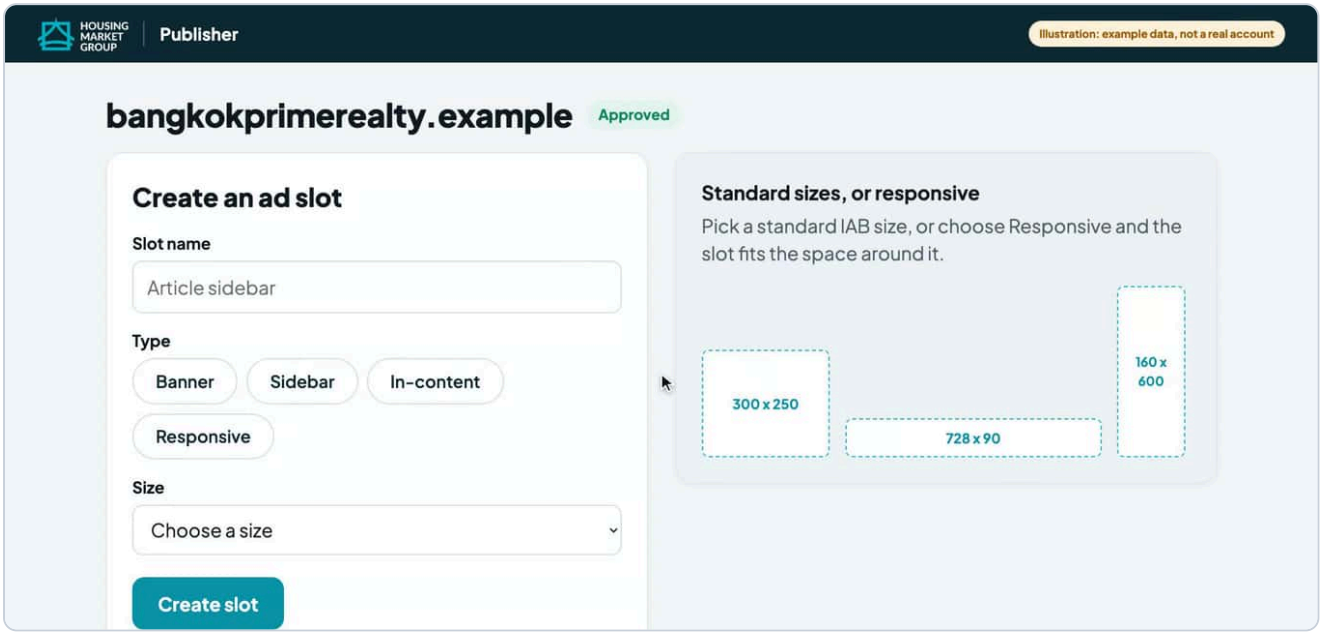


Figure 3.1 · Screen recorded 31 October 2026

2 Give the slot a **name**.

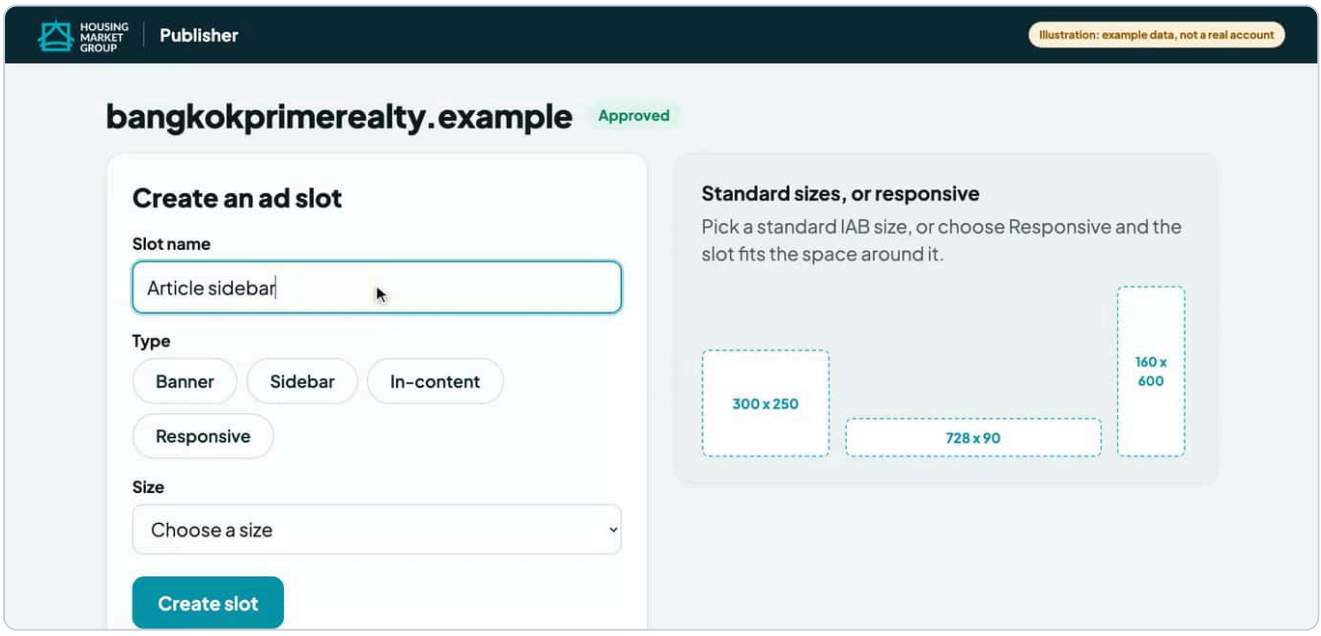


Figure 3.2 · Screen recorded 31 October 2026

3 Choose a **type**: banner, sidebar, in-content or responsive.

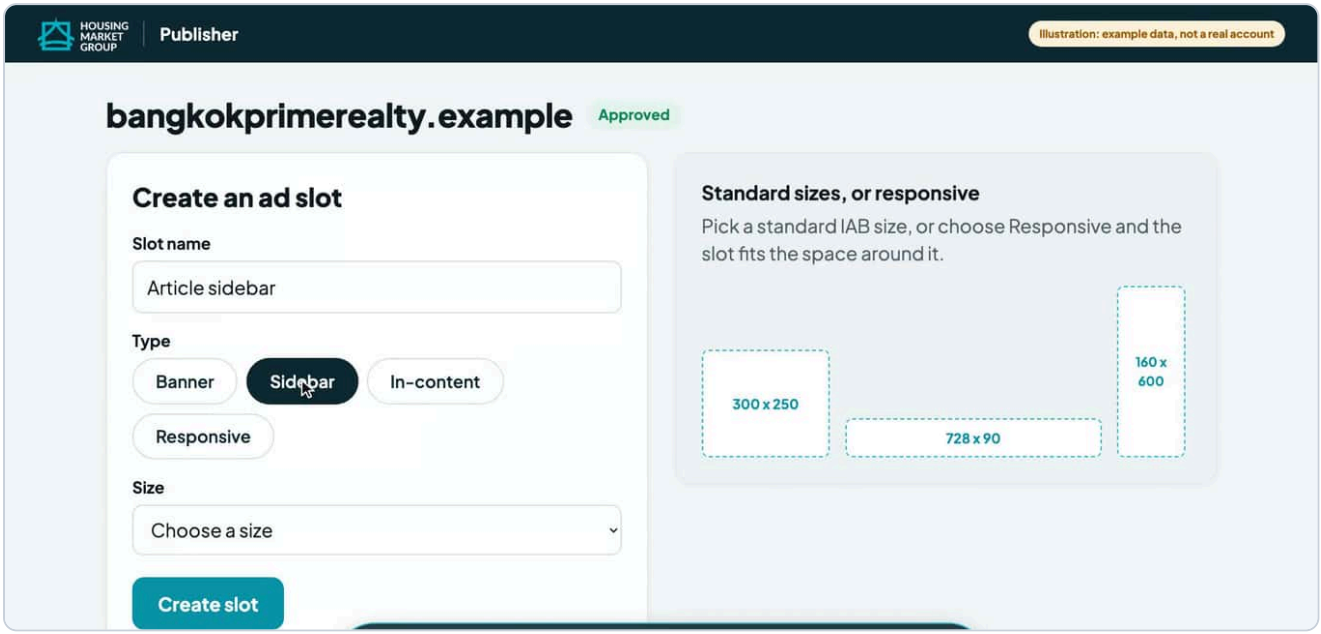


Figure 3.3 · Screen recorded 31 October 2026

4 Pick a **standard size**, or choose responsive.

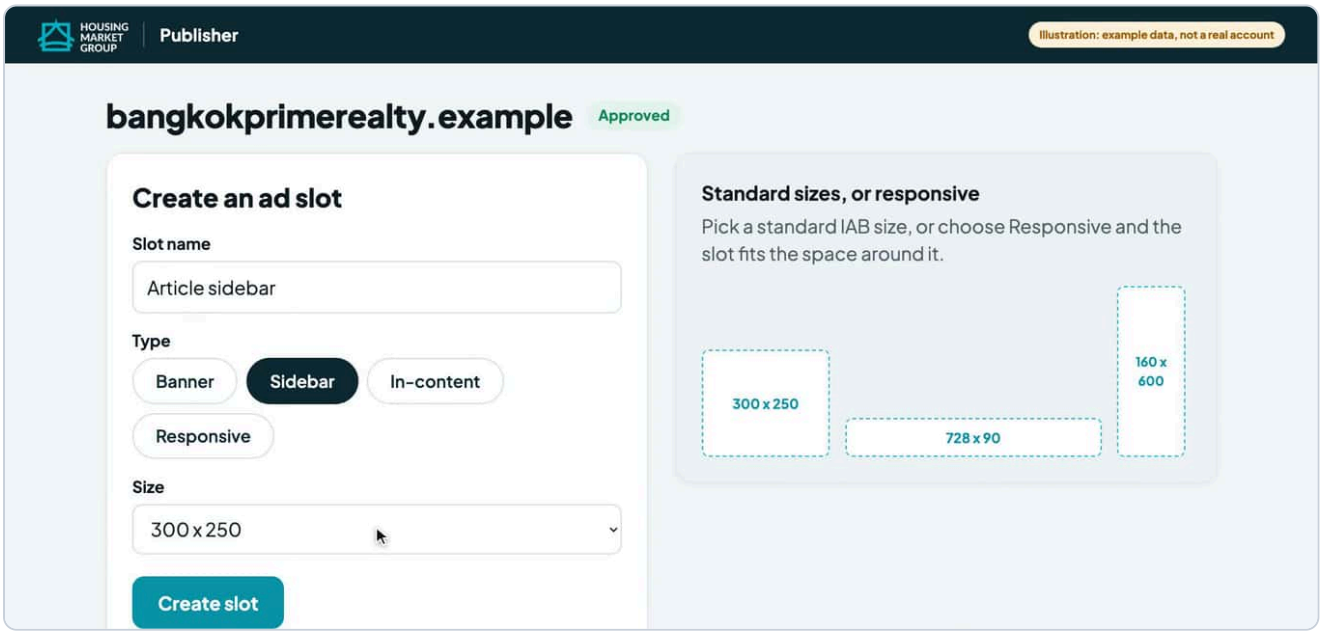


Figure 3.4 · Screen recorded 31 October 2026

5 Select **Create slot**.

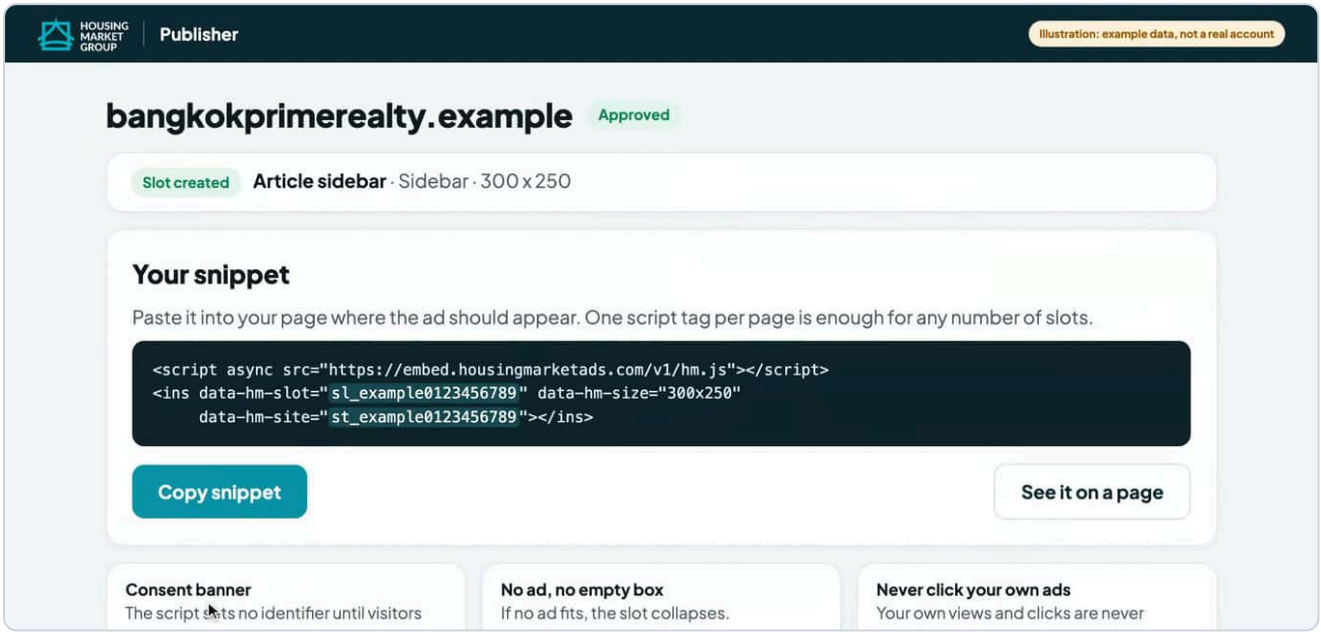


Figure 3.5 · Screen recorded 31 October 2026

6 Every slot comes with a short **snippet**.

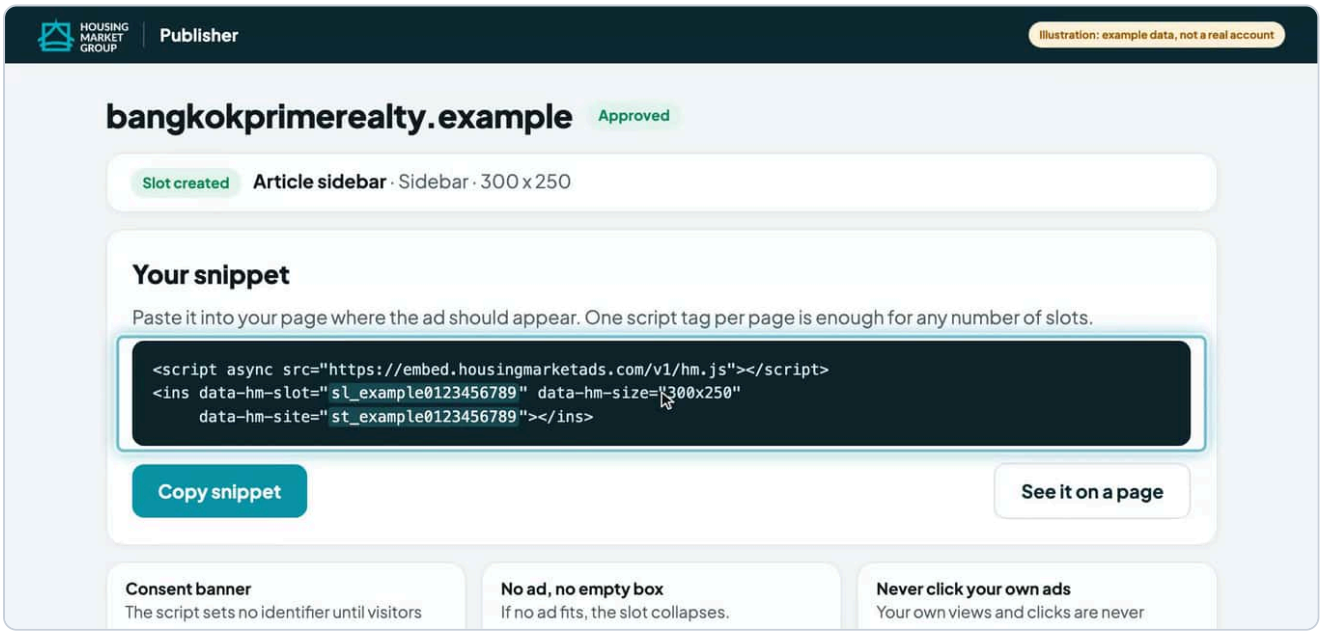


Figure 3.6 · Screen recorded 31 October 2026

7 One script tag per page is enough for **any number of slots**.

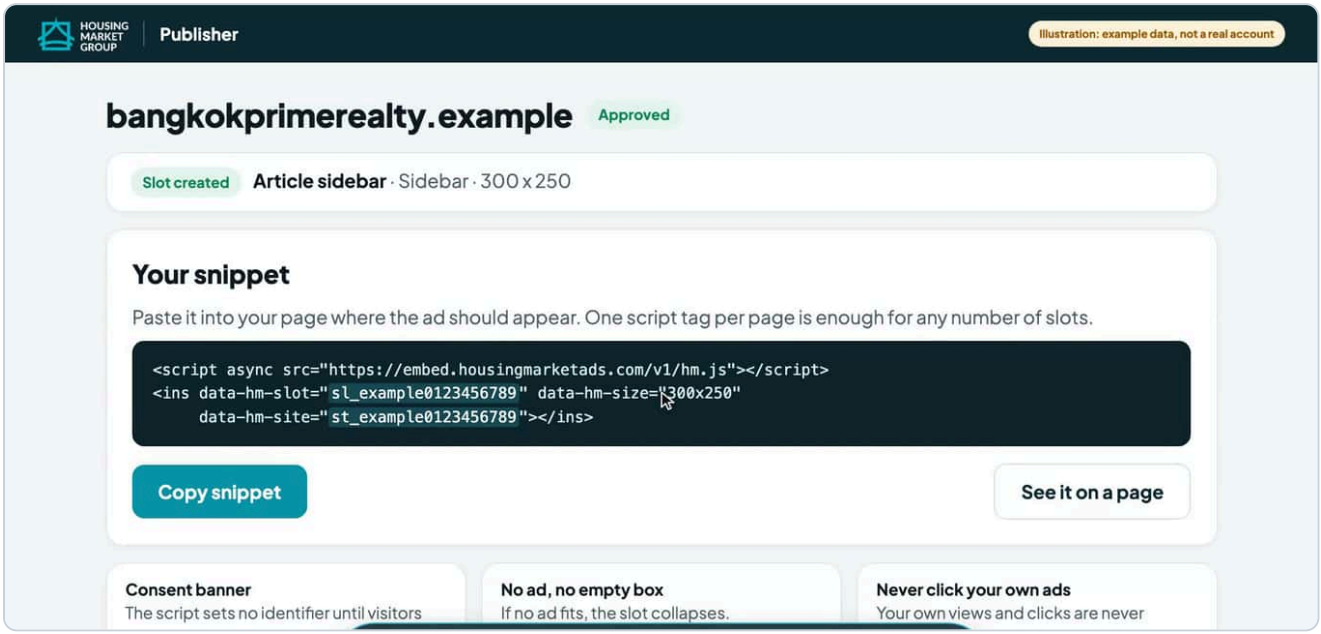


Figure 3.7 · Screen recorded 31 October 2026

8 Select **Copy snippet**.

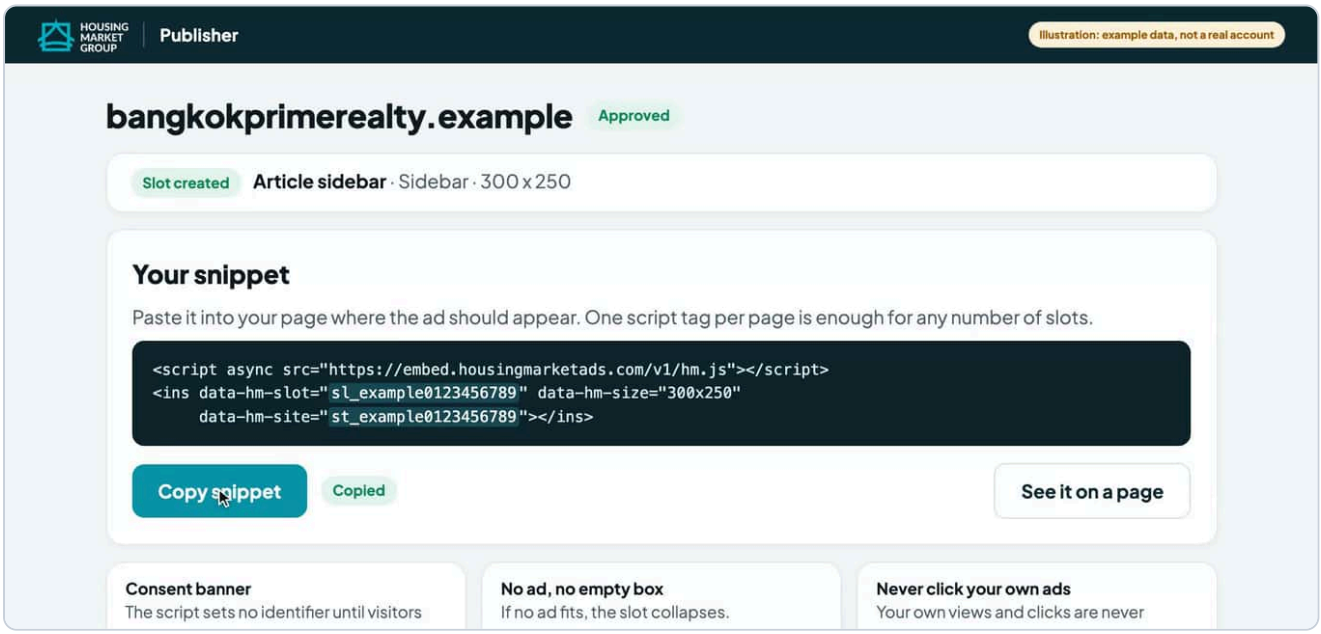


Figure 3.8 · Screen recorded 31 October 2026

9 Paste it into your page **where the ad should appear**.

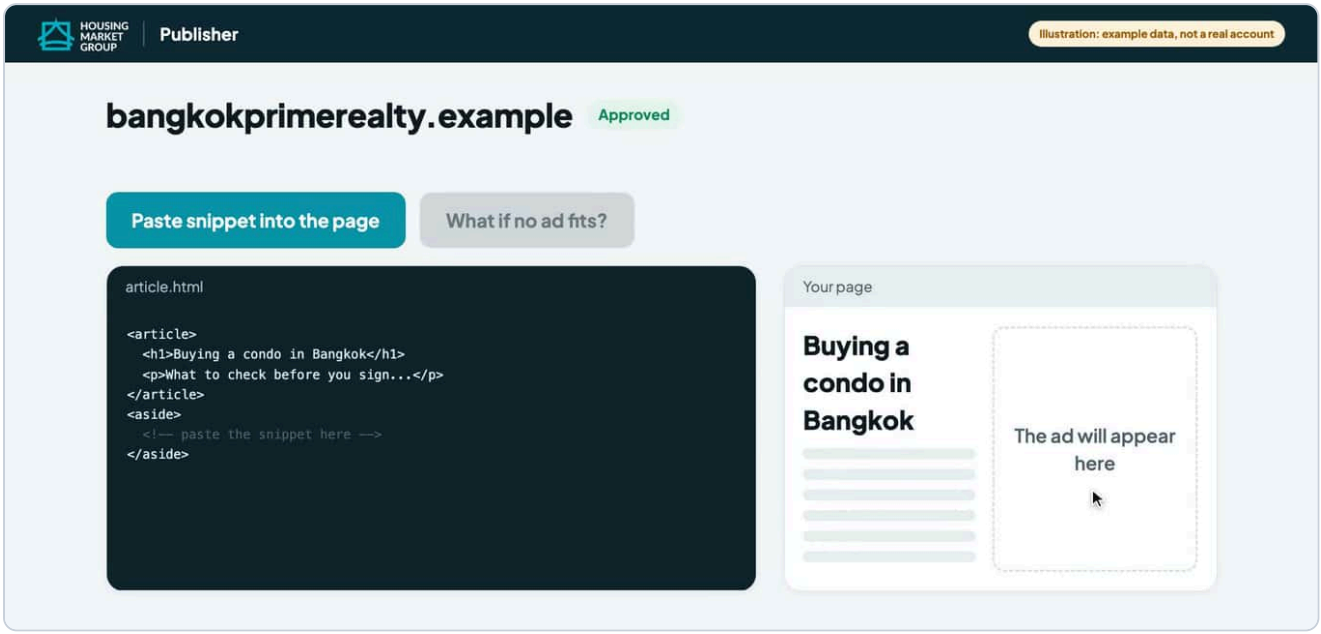


Figure 3.9 · Screen recorded 31 October 2026

10 This sidebar slot goes inside the **aside** of the page.

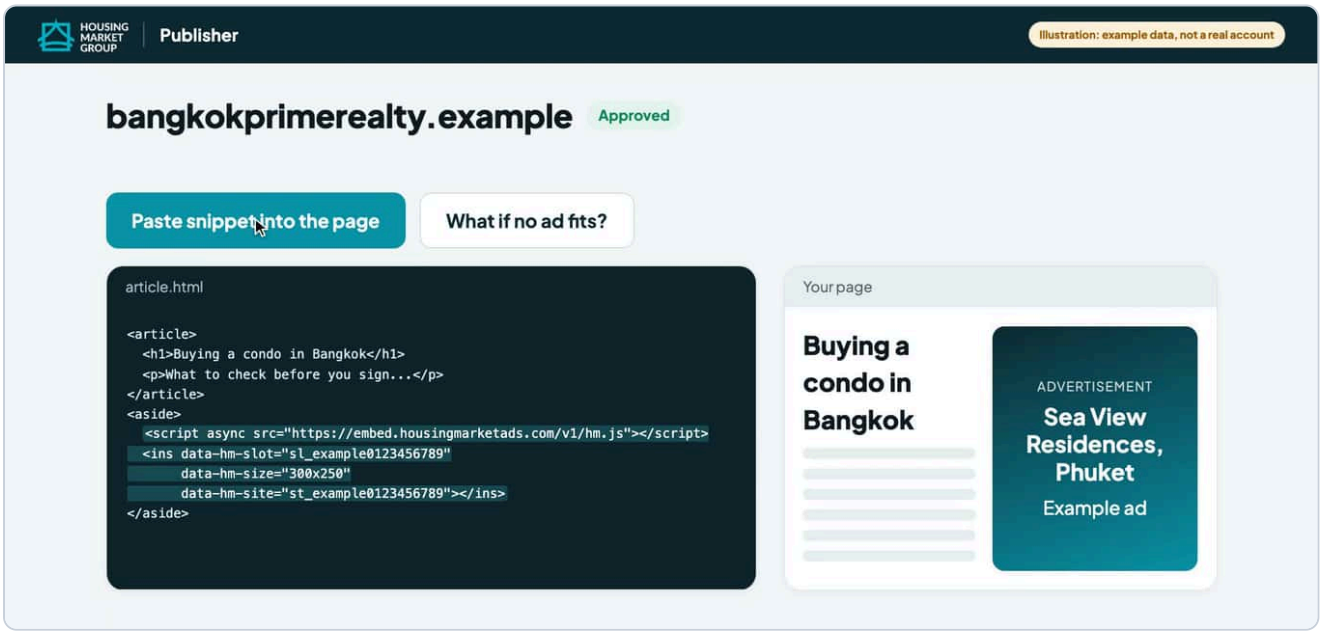


Figure 3.10 · Screen recorded 31 October 2026

11 The ad appears **in your slot**. This one is an example.

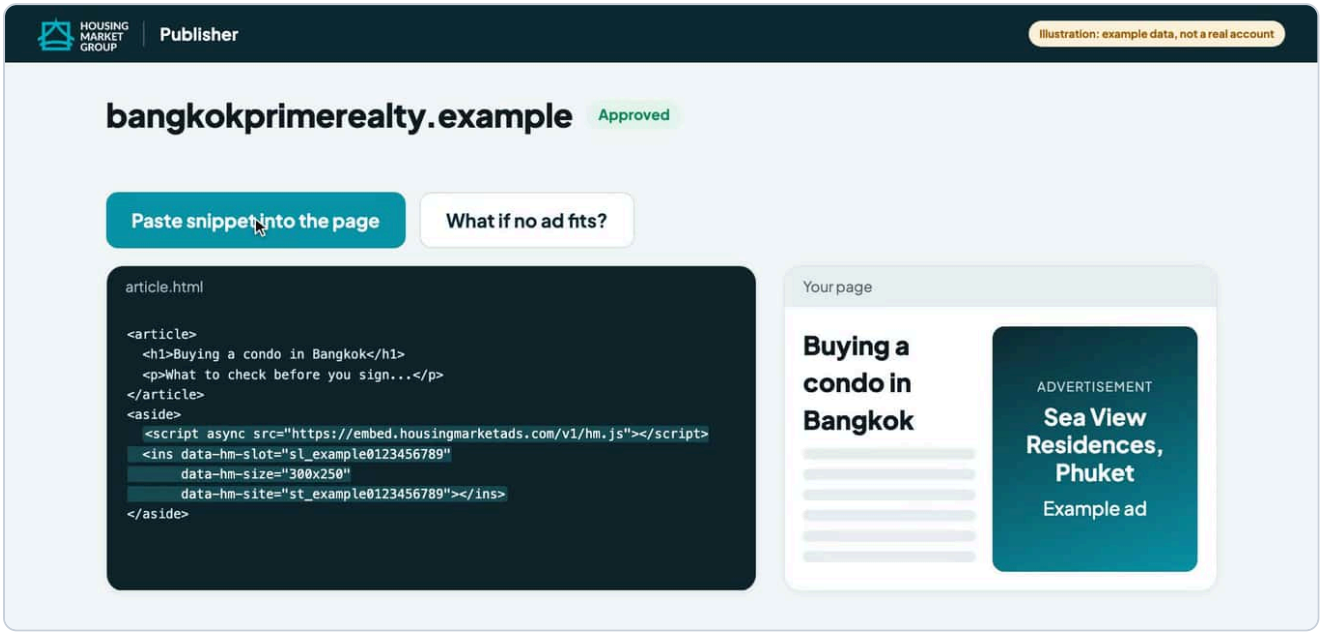


Figure 3.11 · Screen recorded 31 October 2026

12 If no paid campaign fits a visitor, the slot **collapses**.

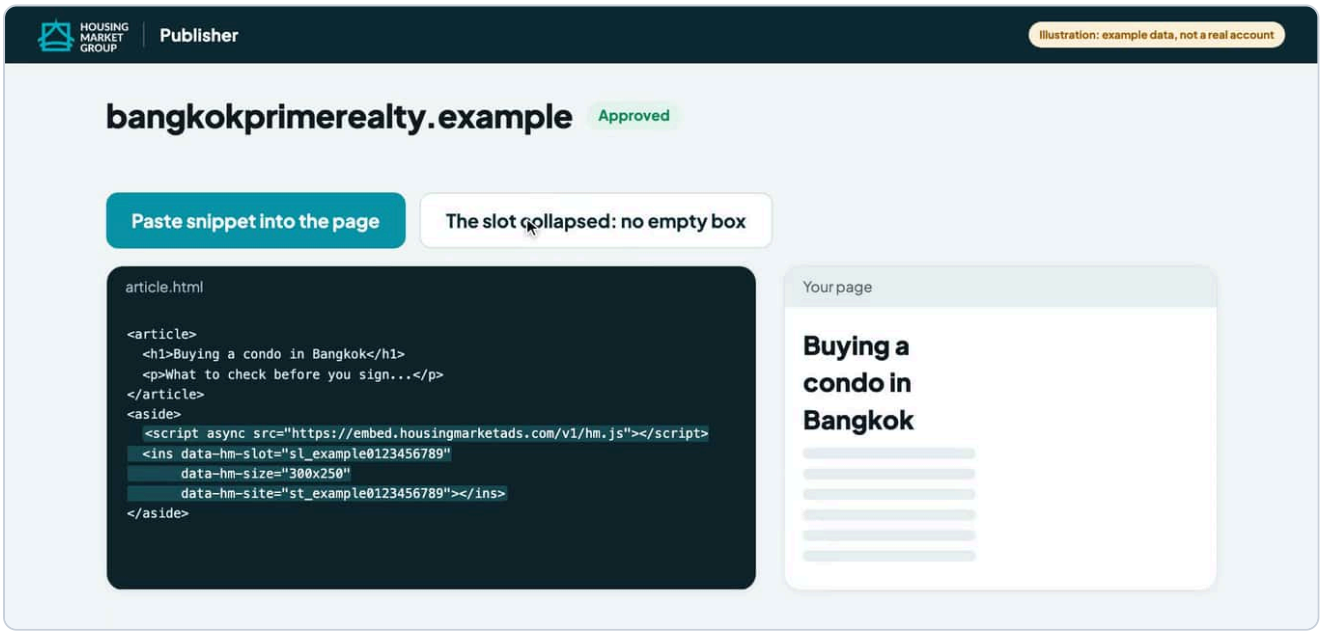


Figure 3.12 · Screen recorded 31 October 2026

13 Your page never shows an **empty box**.

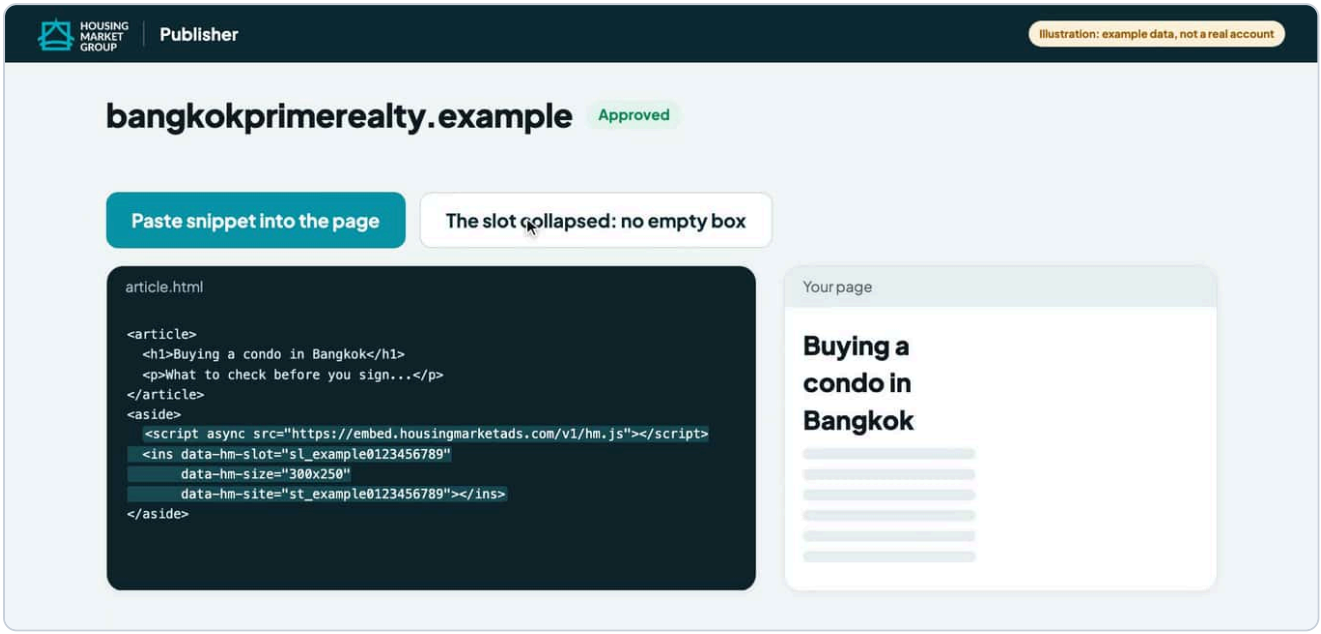


Figure 3.13 · Screen recorded 31 October 2026

14 Show a **consent banner**: nothing is tracked until visitors agree.

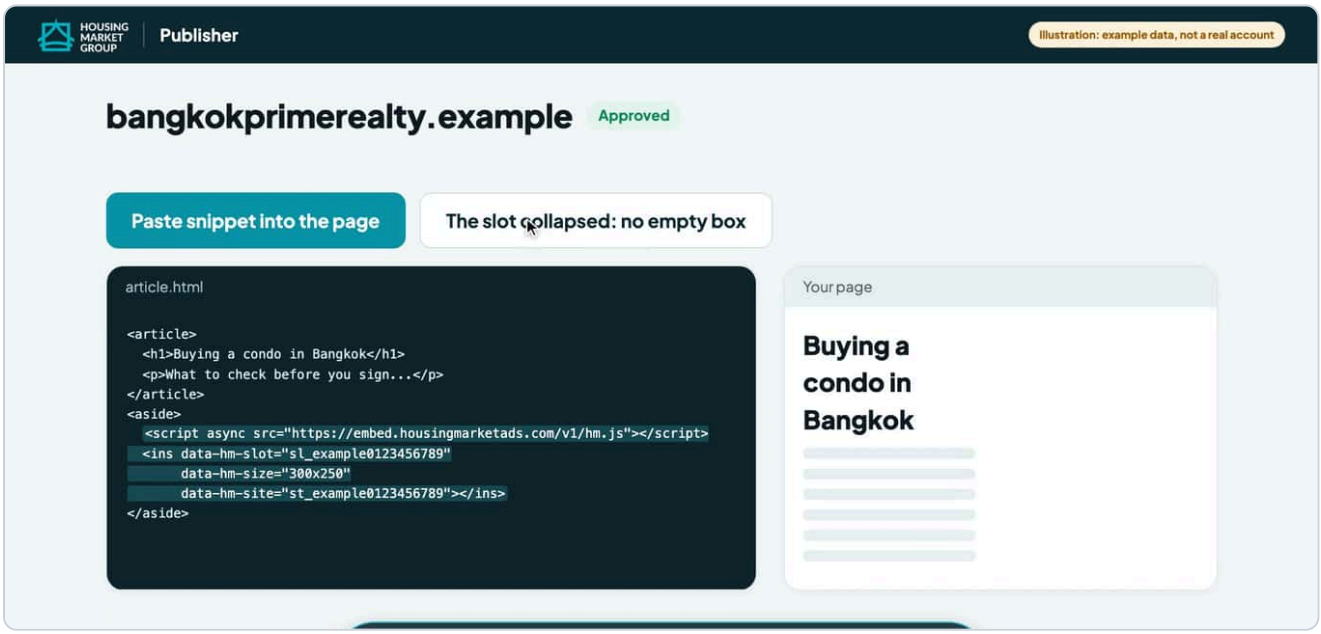


Figure 3.14 · Screen recorded 31 October 2026

GOOD TO KNOW

TIP

Yes. Show your visitors a consent banner, your own or the small built-in one. The script sets no identifier until a visitor agrees, and in some countries no ad is shown until they agree to advertising.

Help Center: Do I need a consent banner for Housing Market Publisher?

NOTE

A slot disappears, rather than showing a blank box, when no paid campaign fits the visitor or the visitor has not agreed to advertising where that is required. It also shows nothing before your website is approved.

Help Center: Why is my Publisher ad slot empty?

RELATED HELP CENTER ARTICLES

How do advertisers appear on publisher sites?	faq.housingmarketgroup.com/faq/how-do-advertisers-appear-on-publisher-sites

PART 3

Earnings and protection

4 Earnings, statistics and fraud protection

4 CHAPTER 4

Earnings, statistics and fraud protection

All plans | For website owners and publishers

OVERVIEW

The default is 2 USD per thousand viewable impressions of paid campaigns. House ads earn nothing, and the rate in force is the one shown in your account.

The default rate is 2 USD for every thousand viewable impressions of paid campaigns, which is called the RPM. Only viewable impressions of paid campaigns earn. The rate in force for your account is shown on your earnings page.

House ads, the free Housing Market promotions that can fill a slot when no paid campaign fits, earn nothing. They are off unless you switch them on in the website’s settings, and the page tells you plainly that they earn nothing.

We do not publish earnings estimates, because your total depends on your visitors and on the paid campaigns shown to them. The dashboard shows impressions, viewable impressions, clicks, click rate, earnings and RPM for each website and each slot.

From the Help Center: **How much does Housing Market Publisher pay?**

Invalid traffic is views and clicks that are not genuine, such as bots. It is not counted and never paid, and unusual patterns put a website under review.

- Bots and data-centre traffic.
- Your own views and clicks on your own ads.
- Repeated clicks from one device.

These are examples of invalid traffic. It is not counted and never paid. Do not click your own ads, do not ask others to, and do not place ads where visitors can click them by accident.

Unusual patterns, such as sudden spikes or odd click rates, put a website under review, and its earnings are held until our staff decide. The dashboard shows a neutral notice while a website is under review. This is also why earnings are held for 30 days before they become ready to be paid.

If fraud is confirmed, the affected earnings are removed. Repeated offences lead to a ban.

From the Help Center: **What is invalid traffic and how does it affect my earnings?**

STEP BY STEP

1 Here is how you **get paid**, and how earnings are **protected**.

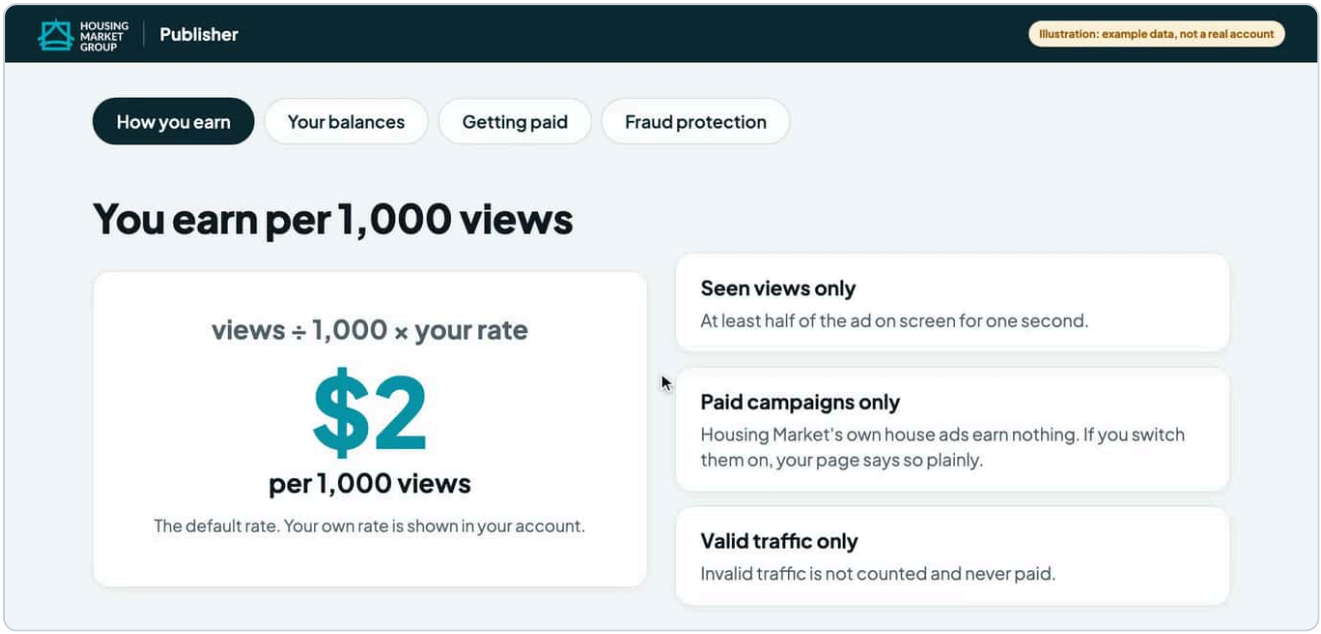


Figure 4.1 · Screen recorded 31 October 2026

2 You earn per **1,000 views**. The default rate is **$2**.

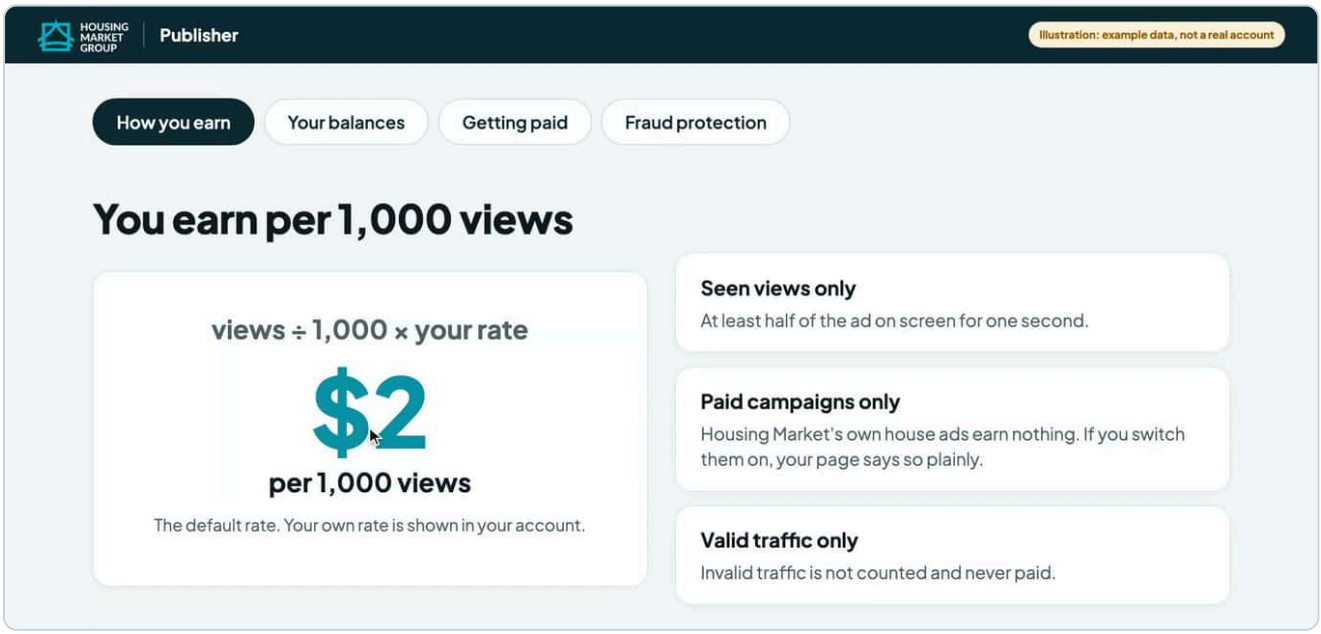


Figure 4.2 · Screen recorded 31 October 2026

3 Only views that were **really seen** are paid.

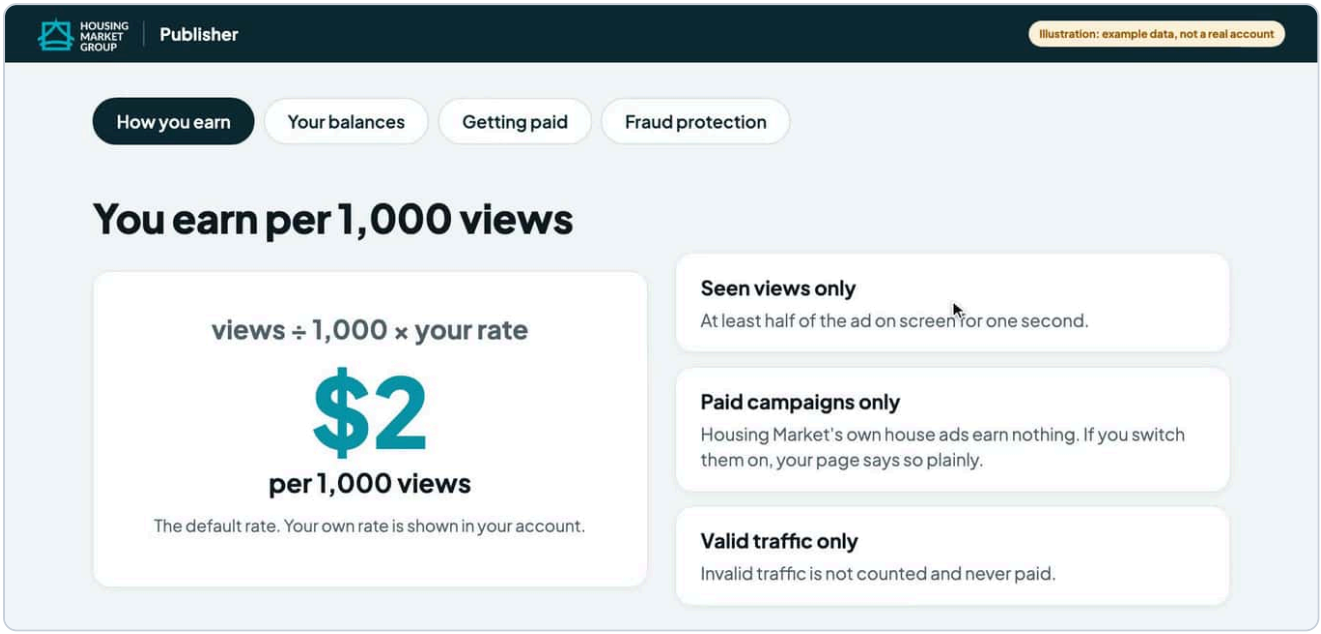


Figure 4.3 · Screen recorded 31 October 2026

4 And only from **paid campaigns**. House ads earn nothing.

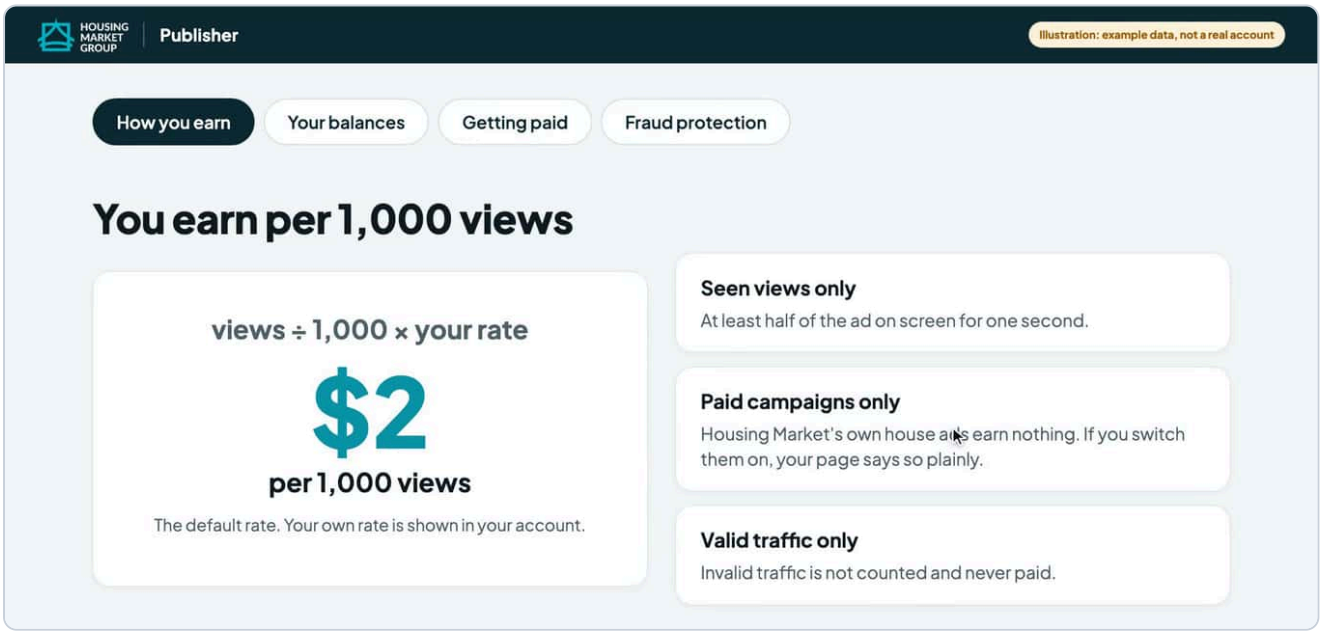


Figure 4.4 · Screen recorded 31 October 2026

5 **Held**: new earnings wait while fraud checks finish.

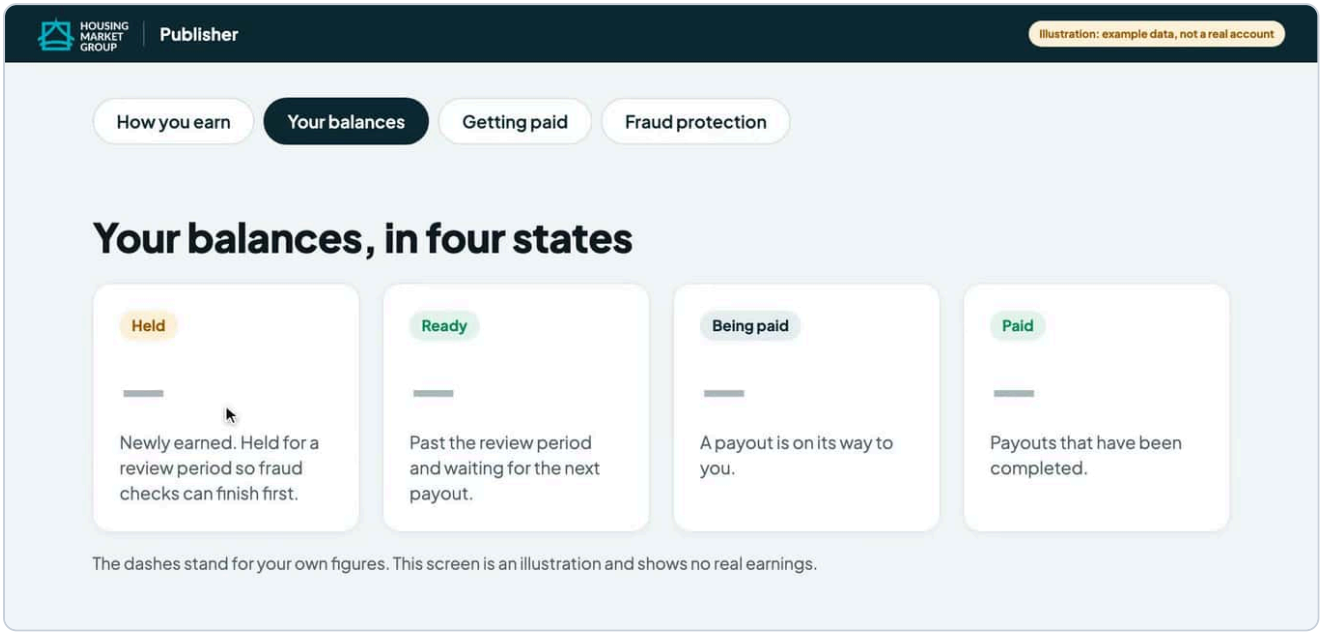


Figure 4.5 · Screen recorded 31 October 2026

6 **Ready**: waiting for the next payout.

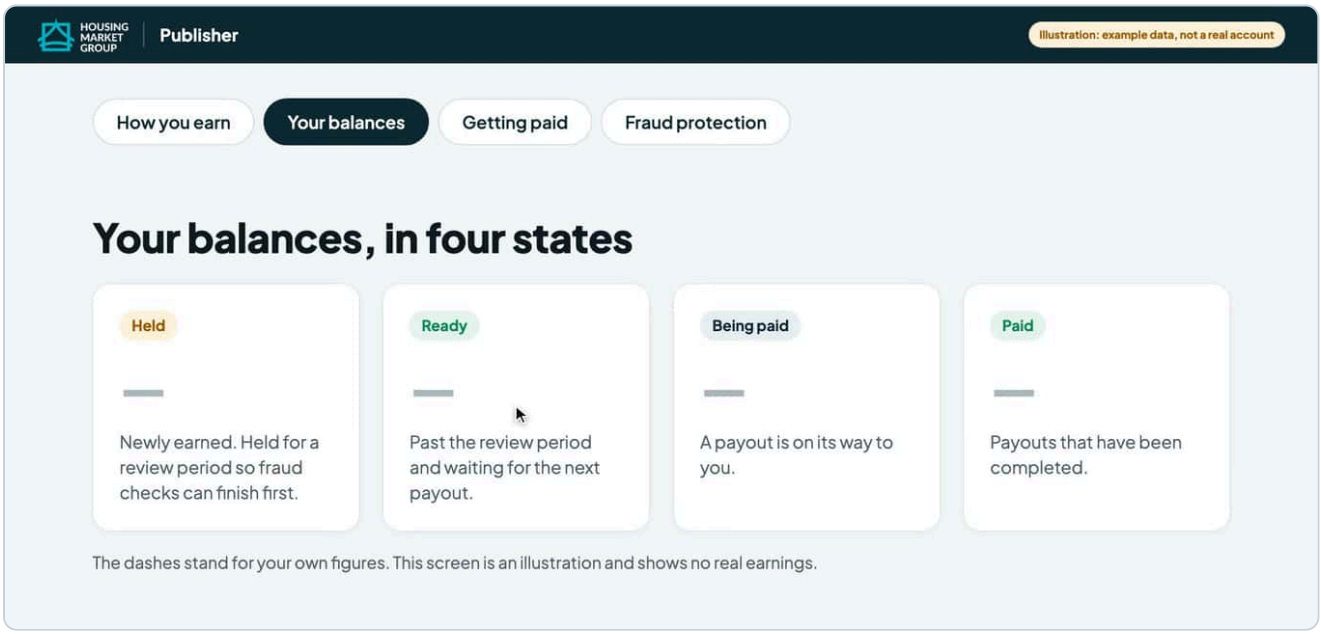


Figure 4.6 · Screen recorded 31 October 2026

7 **Paid**: payouts that were completed.

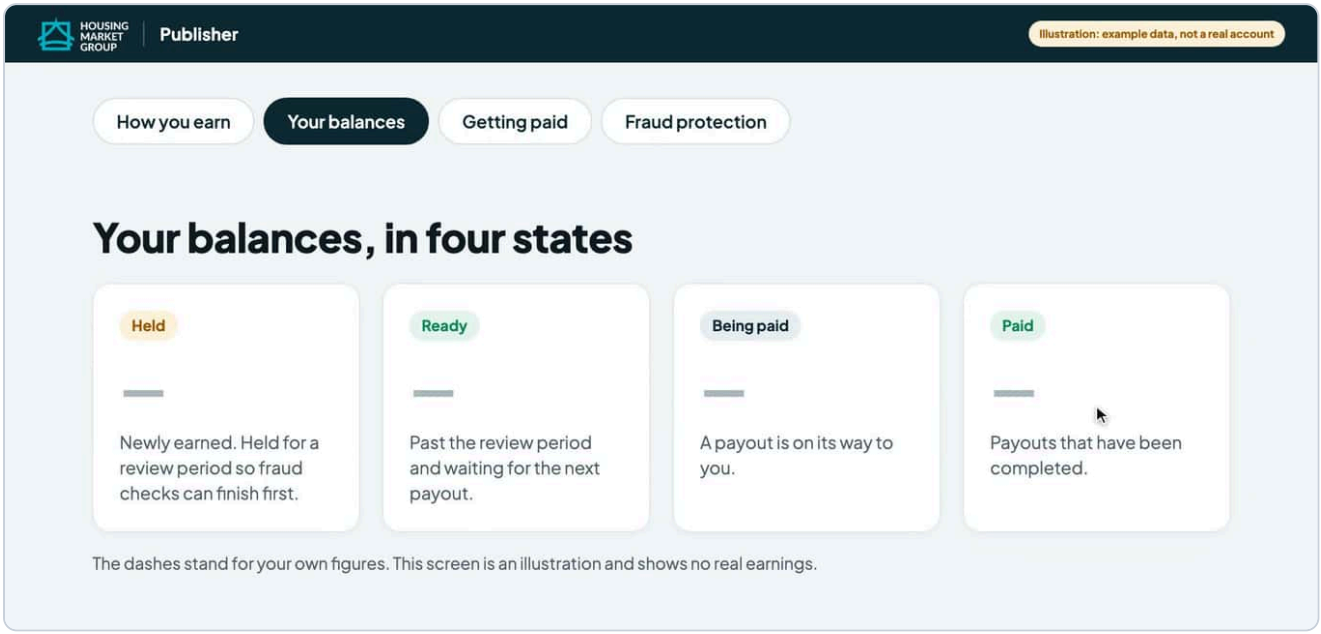


Figure 4.7 · Screen recorded 31 October 2026

8 Advertisers are **never charged** for traffic filtered as invalid.

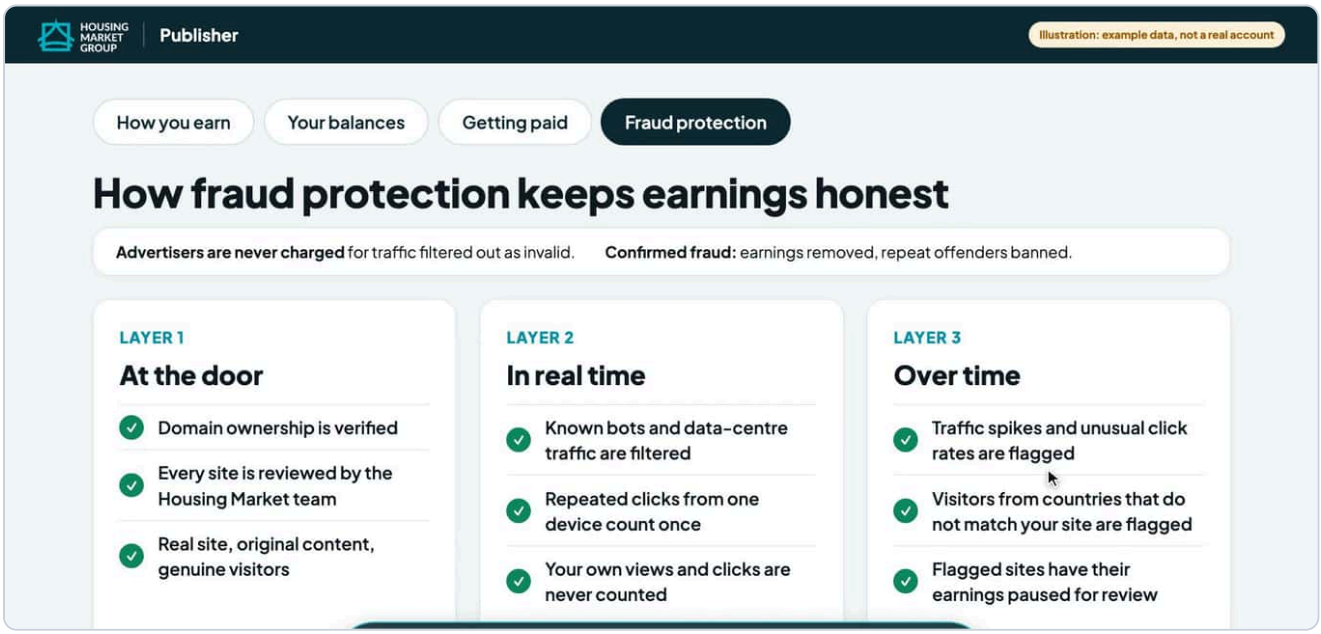


Figure 4.8 · Screen recorded 31 October 2026

9 Confirmed fraud removes the earnings. **Repeat offenders are banned.**

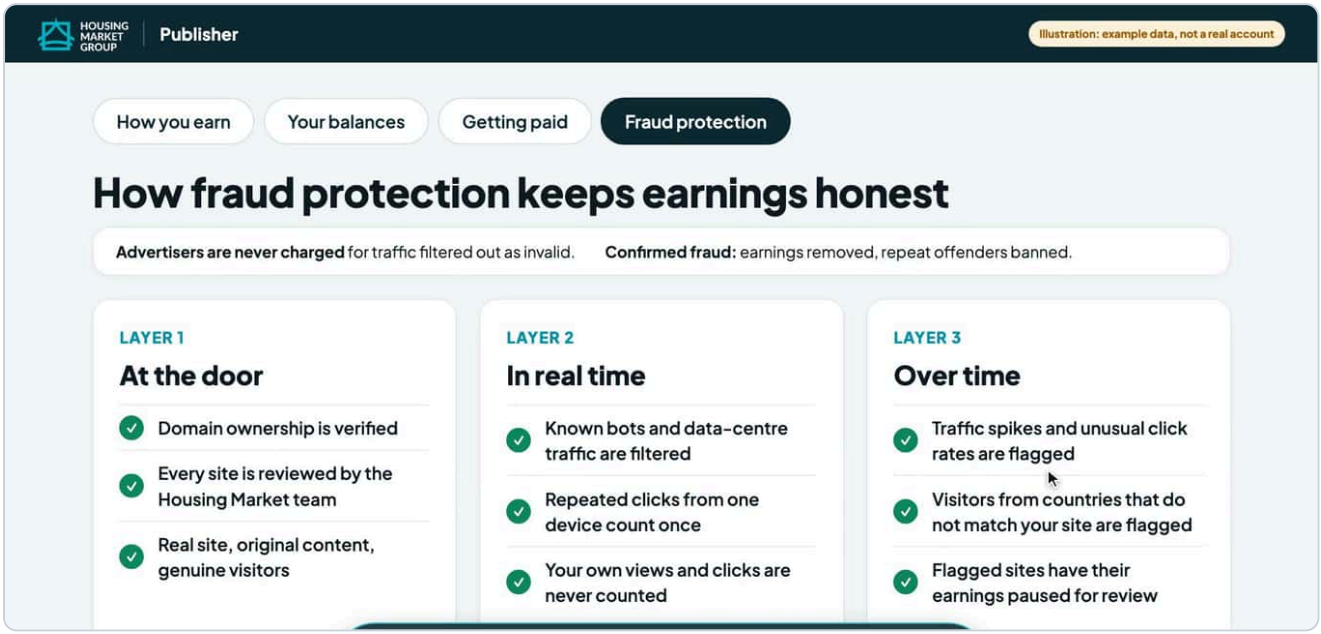


Figure 4.9 · Screen recorded 31 October 2026

GOOD TO KNOW

IMPORTANT Beta marks a feature that is new, and we ask what you think. Updating marks a part that is still being finished. While Updating shows beside payouts, payouts are not open yet.

Help Center: What do Beta and Updating mean in the Publisher app, and are payouts open yet?

RELATED HELP CENTER ARTICLES

What counts as a viewable impression?	faq.housingmarketgroup.com/faq/what-counts-as-a-viewable-impression
When and how does Housing Market Publisher pay me?	faq.housingmarketgroup.com/faq/when-and-how-does-housing-market-publisher-pay-me
Who do I contact if I have a question about Housing Market Publisher?	faq.housingmarketgroup.com/faq/who-do-i-contact-about-housing-market-publisher

Need more help?

Every chapter of this handbook is also a short video, and every explanation in it comes from the Help Center.

HELP CENTER	faq.housingmarketgroup.com Answers about every Housing Market Group product
CONTACT US	faq.housingmarketgroup.com/contact Write to the support team
VIDEOS	www.youtube.com/@HousingMarketGroup Step-by-step tutorials
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Screens shown were recorded up to 31 October 2026; your screen may differ slightly after later releases.

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