



What Accreditation Means

The AdWords service of Google has been accredited by the Media Rating Council (MRC) since July 1st, 2009. To merit continued MRC accreditation of the Service, Google:

1. Adheres to the Council's *Minimum Standards for Media Rating Research* and any applicable measurement guidelines issued by the Interactive Advertising Bureau;
2. Provides full and complete information to the Council regarding all details of its AdWords operation;
3. Conducts its measurement service substantially in accordance with representations to the subscribers and the Council, and
4. Submits to, and pays the cost of, thorough annual audits of the Service by CPA firms engaged by the MRC.

In addition to sizable annual audit charges, Google provides office and file space for MRC auditors, as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about MRC's accreditation and auditing procedures can be obtained from:

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