MAKE MONEY ONLINE

Ad Networks for Bloggers: What Each One Officially Requires

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An ad network sells the ad space on your pages to advertisers and pays you for it, and each network sets its own entry test: ad revenue, sessions, pageviews or monthly active users. Read each test on the network's own page and check its date, because the figures repeated in many articles are often out of date.

Key takeaways

- Each network counts something different: Mediavine counts annual ad revenue, Journey by Mediavine counts sessions, Raptive counts pageviews, Ezoic counts monthly active users, so the numbers cannot be compared directly.
- Figures in older articles are often wrong. Ezoic asks for 250,000 or more monthly active users and exempts only sites monetizing with it before 19 February 2026, and Mediavine's current pages ask for $5,000 in annual ad revenue where an older post still says 50,000 sessions.
- Google AdSense lists no traffic minimum on its eligibility page. It asks for original content that follows its policies and an applicant aged 18 or over.
- Managed programs ask for control in return: Mediavine requires exclusive control of programmatic ads, and Ezoic requires you to remove other ad code.
- Before you apply, set up Google Analytics, check where your visitors come from, fix slow pages and publish your policy pages.

A blog that earns from display ads hands the ad space on its pages to a company that sells it to advertisers. Each of these companies sets its own entry test, and the tests count different things, so a number on one network's page cannot be set against a number on another's. This guide puts the official requirements side by side with the date of each page, then shows what to fix before you apply. Display ads are one route among several for a blog that gets visitors from Pinterest, and the others are in our guide to the real ways to make money with Pinterest.

All pages were read on 26 October 2026. The Ezoic, Raptive and AdSense pages were read again on 27 October 2026 for the guides linked below, and none of the figures in the table changed. Requirements change often, so check the network's page again on the day you apply.

What an ad network does for a blog

Google describes AdSense in three steps. You make ad spaces available by pasting ad code on your site and choosing where ads appear, advertisers bid for those spaces in a real-time auction, and Google bills the advertisers and pays you.

Other companies do the same job with more hands-on work. Mediavine says in its Help Center that it is not an ad network and describes what it does as full-service ad representation: it manages your ad server, helps you place ads and sets price controls. This guide uses the words ad network for any company that sells your ad space for you, whatever it calls itself.

Display ads and premium programmatic networks

Display ads are the image and text ads that sit around your content. AdSense and Mediavine both describe the same mechanism: each ad space is sold in an automatic auction and the highest bid wins. Mediavine's pages call this programmatic advertising, and they set it apart from affiliate ads, sponsored posts and directly sold ads, which you keep control of.

Mediavine adds that your pages run a mix of display, video and high-impact formats, with display as the backbone because it draws on the deepest pool of bidders. It also says video ads usually pay more than display, which is Mediavine's own claim and not something this guide checked.

For you the practical difference is who decides. With AdSense you paste the code and pick the placement. With a managed program such as Mediavine, the company takes over the ad server and placement, reviews your site before accepting it, and asks for control of your programmatic ads in return. The sections below show what each asks before it accepts you.

What each network officially requires

The table lists what each network's own page asks for, from the lowest entry test to the highest. The date is the date shown on the page or, when a page shows none, the day it was read.

Network	What its official page asks for	Page date	Our guide
Google AdSense	Original, high-quality content that follows the AdSense policies, an applicant aged 18 or over, and access to the HTML source of the site. The page lists no traffic minimum.	No date shown, read 26 October 2026	In the AdSense section below
Journey by Mediavine	1,000 sessions from Tier 1 countries (including the U.S., Canada, the U.K. and Australia) within 30 days, plus original content that meets Mediavine's content and traffic standards.	Modified 6 October 2026	Journey by Mediavine explained
Monumetric, Propel program	A WordPress or Blogger site with a sidebar at least 300px wide, 10K to 80K pageviews per month, at least six ad slots, approval by major advertisers, a $99 implementation fee and at least 50% of traffic from the U.S., U.K., Australia and Canada.	Published 15 September 2026	In the Monumetric section below
Raptive	25,000 pageviews a month. From 25,000 to 99,999 pageviews, 50% of traffic from the U.S., U.K., Canada, New Zealand or Australia. From 100,000 pageviews, 40%. Google Analytics set up and a domain at least 6 months old.	Help Center entry updated 26 September 2026	Raptive requirements checked in Analytics
Mediavine	$5,000 in annual ad revenue, original content, clean human traffic, good standing with Google AdSense and AdExchange, and a reader experience that supports premium ads.	Modified 6 October 2026	Mediavine requirements explained
Ezoic	250,000 or more monthly active users, with exceptions for sites that joined before 19 February 2026 and an Incubator program below that level.	Shown only as updated over a month ago, read again 27 October 2026	Ezoic requirements and the Incubator

How to read the units

The units are different, so do not compare the numbers line by line. Google defines a session as a period of time during which a user interacts with your site, and a single session can contain several page views, so 1,000 sessions and 1,000 pageviews are not the same amount of traffic. Mediavine's main program counts money, Journey counts sessions, Raptive and Monumetric count pageviews and Ezoic counts monthly active users.

Requirements that changed

Old figures stay online long after a network changes its rules. Mediavine's own 2023 post on its application process, modified in May 2025, still gives 50,000 sessions per month as the minimum. The requirements page modified on 6 October 2026 gives $5,000 in annual ad revenue for the main program and a session test for Journey instead. Ezoic's page says that only sites monetizing with it before 19 February 2026 keep their place regardless of size, and that any site added after that date must meet the 250,000 level.

Two pages can also disagree on detail. Monumetric's requirements page says 10K to 80K pageviews per month for Propel, while its program overview says that range must hold for 3 consecutive months. Where this guide finds a conflict it gives the newer page and says so.

The networks one by one

Mediavine

Mediavine's main program asks for $5,000 in annual ad revenue and reviews content, traffic quality, your standing with Google and the reader experience. It also requires exclusive control of your programmatic advertising, and its initial contract term is 90 days, after which it rolls month to month with 30 days' written notice. Our guide to what Mediavine's requirements mean goes through each condition and how to check yours.

Journey by Mediavine

Journey is Mediavine's self-supported program for sites that do not yet meet the main revenue requirement. Mediavine says a Journey site that later reaches the revenue threshold is evaluated automatically for the main program. The details are in our guide to Journey by Mediavine for growing sites.

Raptive

Raptive requires a read-only Google Analytics authorization to submit an application, and its application needs Google Analytics 4. For sites between 25,000 and 99,999 pageviews it also wants a site build that makes ads easy to add and long-form content on most pages. Its content standard is original content with meaningful human involvement. Our guide to how Raptive's eligibility is checked shows how to measure pageviews, country share and domain age against these conditions.

Ezoic

Ezoic's review of a new site has two parts. Its own team reviews the site, and Google's Multiple Customer Management review gives access to Google's ad exchange. Ezoic says the first typically concludes within 10 days and the second can take up to 18 days. Below 250,000 monthly active users a site can apply to the Incubator program, which Ezoic says takes 20 publishers per month in a competitive selection. The full conditions, including the date of 19 February 2026, are in our guide to Ezoic's requirements step by step.

Google AdSense

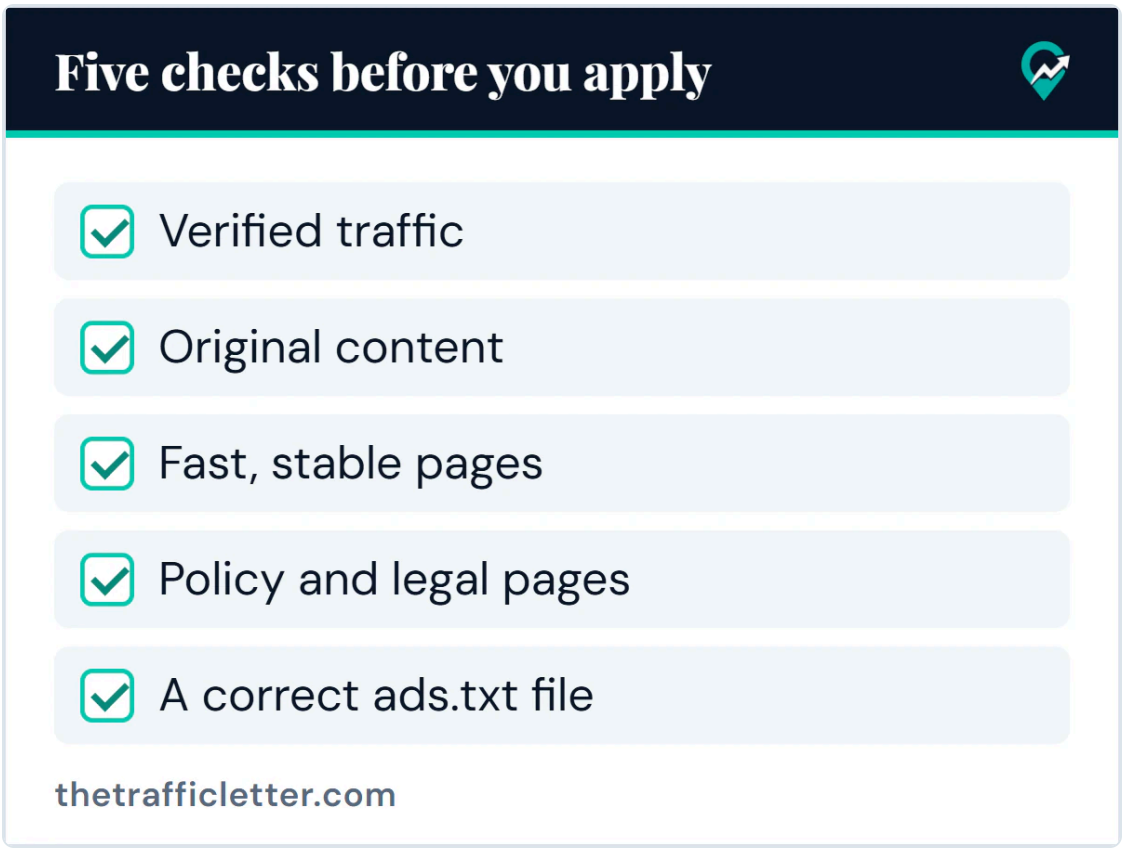
AdSense is Google's own program, and its eligibility page lists no traffic minimum. It asks whether your content is original and complies with its program policies, and whether you are 18 or over. It also says you must be able to access the HTML source code of the site you submit.

Monumetric

Monumetric's Propel program is aimed at sites in the 10K to 80K pageviews range. Its page requires a WordPress or Blogger site and a minimum of six ad slots, which Monumetric implements, and it requires a $99 implementation fee.

What to fix before you apply

These five checks come from conditions that several of the pages above share. None guarantees approval.



The five checks this guide recommends before any application. They are common ground across the pages read, not an official list.

- Verified traffic. Set up Google Analytics 4 before you apply. Raptive requires a Google Analytics authorization, Mediavine says its application uses Google Analytics to evaluate traffic, and Monumetric measures its country share in Google Analytics. Look at where your visitors come from, because Mediavine, Raptive and Monumetric all look at the country mix.
- Original content. Every network read here asks for it. Raptive adds that content needs meaningful human involvement, Ezoic's list of Google policies to follow includes no automatically generated content and no copied content, and Mediavine asks for content written for readers rather than for search engines or ad revenue.
- Fast, stable pages. Mediavine asks for a reader experience that gives ads room without disrupting the reader. Google's Core Web Vitals measure loading (LCP), responsiveness (INP) and visual stability (CLS), and Google says to aim for LCP within 2.5 seconds, INP under 200 milliseconds and CLS under 0.1. Our checklist for an SEO friendly blog post template shows how to test a theme against these metrics on a sample post.
- Policy and legal pages. Ezoic requires a privacy policy reachable from every page and a contact page with a working email address or form. AdSense requires you to follow its program policies, and Ezoic requires compliance with Google's policies.

- A correct ads.txt file. Google describes ads.txt as a file that lists the sellers authorized to sell your ad space and says it is not mandatory but highly recommended. Mediavine says any extra line you add for another programmatic seller breaks its exclusivity, Ezoic requires its own reseller line, and Raptive asks you not to edit the file without consulting its team.

Traffic and country mix are the parts you can read straight from your own data. Our guide to building blog traffic from Pinterest covers the source side, and the Pinterest growth guide covers keeping that traffic steady.

Audit your numbers against a network's page with an AI assistant

This prompt works in ChatGPT, Claude, Gemini or any AI assistant. It only compares your numbers with the requirement text you paste, so it cannot invent a rule. Replace the text in square brackets first.

```
I run a blog about [your niche]. I want to know whether my site meets an ad
network's published entry requirements.

Below is the text I copied from the network's official requirements page, with the
date I read it: [paste the requirement text and the date].

Below are my own numbers from Google Analytics for the last 30 days: sessions
[number], pageviews [number], active users [number], share of sessions by country
[list the top countries with percentages], top traffic sources [list], and the age
of my domain [months].

Compare my numbers with each requirement, one line per requirement. For each line
write the requirement as it appears in my text, my number, and one of "met", "not
met" or "cannot tell from this data". Do not add any requirement that is not in my
text and do not use any figure that is not in my message. End with the three
biggest gaps and one concrete action for each.
```

Read the answer against the network's page yourself. If a line says "cannot tell", find the missing number in your analytics before you apply.

How to choose

Start from the units you can prove today. Pull the last 30 days from Google Analytics, then see which rows of the table you already meet. A site with 1,000 sessions from Tier 1 countries meets Journey's session test. A site with 25,000 pageviews and the right country share meets Raptive's traffic test. These are examples of how the tests work, not a promise of approval, since every network also reviews content and traffic quality.

Then read what you give up. Mediavine requires exclusive control of your programmatic advertising and a mandatory traffic assignment letter, and lets you keep affiliate ads, sponsored work and directly sold ads. Ezoic requires you to remove all non-Ezoic ad code from your site. If you earn from affiliate links today, our guide to affiliate marketing on Pinterest for beginners explains what that income depends on, and Mediavine's exclusivity page confirms that affiliate ads fit alongside its program.

Revenue share, payment schedules and earnings per thousand views differ by program and change often, so this guide does not quote them. Read them in the agreement and on the network's own help pages on the day you apply. Our guide to what a good RPM for a blog means explains why no official page gives a good level and how to measure earnings per thousand views from your own data.

If you are below every minimum in the table, the work is traffic and content, not applications. Keyword research is the first lever, covered in our guide to finding Pinterest keywords that people search.

Right after: your next actions

1. Open Google Analytics and write down your sessions, pageviews and country mix for the last 30 days. The steps for sessions and country are in how to check your numbers for Mediavine.
2. If you are under the main Mediavine threshold, read how the Journey program for smaller sites is set up.
3. Fix the checklist above, starting with slow pages and missing policy pages, then apply on the day you have re-read the network's page.

Frequently asked questions

Which ad network has the lowest requirements?

It depends on the unit. On the pages read, Google AdSense lists no traffic minimum and Journey by Mediavine asks for 1,000 sessions from Tier 1 countries in 30 days. Meeting a minimum does not guarantee approval, because each network also reviews your content and traffic quality.

Which is the best ad network for bloggers?

None of the official pages read ranks networks, and this guide does not either. The right one is the program whose entry test you can prove today and whose conditions, such as exclusivity, you can live with.

Can I use more than one ad network at the same time?

Not with the managed programs read here. Mediavine requires exclusive control of your programmatic advertising, and Ezoic requires you to remove all non-Ezoic ad code. Mediavine still lets you run affiliate ads, sponsored work and directly sold ads.

Why do other articles quote different requirements?

Requirements change and old figures keep circulating. Mediavine's own 2023 post still says 50,000 sessions per month, while its requirements page, modified on 6 October 2026, asks for $5,000 in annual ad revenue for the main program. Always read the network's current page.

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