



## **MODULE ONE**

### **Lesson One - Signing Up With Bing Ads**

To sign up for Bing Ads, go to the following URL:

<http://advertise.bingads.microsoft.com/en-us/home>

On the top right hand of the page is a 'Sing Up' button. Click the button and follow the steps to sign up for an account. As is often the case with such programs, you will get a confirmation e-mail and will be required to provide your billing information, so be sure to have those material available when you go to sign up.