# Adding your own ads to a calendar

It is possible to add your own advertisements to a calendar or specific events.

If you are using an ad service (like Google AdWords), the site will provide you with custom HTML to paste onto your site.

You can paste this HTML into your calendar Title or Footer, or you could also paste it into your Event descriptions.

> **Tip**
> To add your custom ad HTML to all of your calendar's events in one easy step, paste the text into the Common Event Information field.

We don't recommend putting ads into Event Titles, unless you can control the size of the text or image. Otherwise, you may find the ad disrupts the formatting of the entire calendar.