

1 Average earnings per 1,000 ad impressions are said to be around \$1

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3 A website serving an average of 3 pages per visit, each with 2 ad units and an  
impression CPM of \$1 would therefore earn \$6 per 1000 visits.

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5 Geography : Advertisers are willing to pay differing amounts to reach customers in  
different regions. Customers in the so called "tier 1" countries; USA, Canada, UK  
command higher prices.

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8 <https://www.minterest.com/how-much-traffic-do-you-need-to-make-money/>