

5 Critical Questions to Ask Before Advertising with eZines

By Codrut Turcanu

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Do you know how to make your advertising a success?

Before sending your ad copy, I would suggest to ask publishers the following 5 questions:

1. What past advertisers think about your service?

Reading testimonials from satisfied customers could be one of the reasons you might want to advertise in a particular eZine.

2. Do I get any discount on multiple ad purchases?

The more money you can save on advertising, the more results you can get with less investment.

This facility is PERFECT if you're on a shoestring budget.

3. How many times my ad will be seen?

I've seen eZines that can publish your ad in several consecutive issues for a very low price.

This could be a great chance so use it carefully especially when investing in ad packages.

4. How many subscribers I can reach?

To make your advertising campaign a success you must ask about the eZine circulation...this way you can calculate

the clickthrough rate, sale conversion rate, visitor value etc.

You'll need for this a very good tracking tool.

You can find one at <http://EzineTactics.com/?id=5031>

5. Is your eZine 100% opt-in?

If you don't want to be suspected of SPAM emails, then you should ask the publisher about the way he/she gets subscribers.

Based on the answers you'll be receiving, you can get a big picture about eZines worth to advertise in.

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