

# Ezine Ad Resources

By Edvard Halupa

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How to get maximum out of your advertising budget with the ezines?  
Got a web site, submitted it to the search engines,  
but still no traffic from them, so you want to invest some money  
on experimenting with the ezines.

In this article you will find useful resources you can use  
when advertising with the ezines.

They can help you to find right ezine to advertise in  
and check for the alternatives.

You can compare rates with the number of subscribers,  
number of lines or words allowed in the advertising space,  
see how targeted market can you reach, and other details.

Ezine Ad Auction

<http://www.ezineadauction.com>

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"..bringing ezine owners and ad buyers together ..."

On this site you can browse thru more than 30 categories  
and place the bid for ad space.

Small and large ezines are present, and rates can be very affordable!  
Bidding is free and they have great reputation.

Marketing-Seek - E-zines Directory

<http://www.marketing-seek.com/directory/index.shtml>

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Ezines sorted in categories and sub-categories,  
you can see or rate ezine, see comments about it,  
or directly submit your article for publishing.

Opt-Influence.com  
<http://opt-influence.com/>

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"Opt-Influence is the world's largest email newsletter advertising network."  
(90 million opt-in subscribers in 1,000 email newsletters).  
You should take Opt-Influence in consideration  
if you have large advertising budget.  
Their rate on general audience is \$10 CPM and in targeted  
categories \$18-26 CPM. Minimum buy is 500,000 impressions.

MeMail  
<http://www.memail.com>

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A company that publish a variety of newsletters  
(more than 426,000 subscribers together).  
You can find a targeted market for your product or service  
easily here (57 newsletters). Some of their newsletters are:  
Web Design Offers, Actual Facts Trivia, Women's Words,  
Health & Fitness Offers, Automotive Offers.  
On their site, you can look at the profile of the subscribers,  
see rates and all other information.  
(CPM rates start as low as \$1.00, 1/3 of their subscribers receive HTML email).

Some other resources you might find useful:

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<http://opt-in-email.com/>  
<http://www.bulletmail.com/>  
<http://www.targ-it.com/>  
<http://www.bestezines.com/>  
<http://www.ezine-universe.com/>  
<http://ezineadsource.com/>  
<http://www.ezinesseek.com/>

Happy Marketing!

Edvard Halupa

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Learn the ONE SECRET that Internet Marketing Expert  
Rick Beneteau developed as his ONLY METHOD to build his business,  
his reputation and his millions of impressions per month.  
LEARN with his Powerful New eBook, The Ezine Marketing Machine  
Find out more about this fantastic ebook at:  
<http://www.ezinemoney.net/sgx/d.cgi?11263>  
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