

Taking Advantage of the BEST Advertising Around

By Joe Bingham

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There simply is no other form of advertising that is as effective as ezine advertising.

Think about what the good ezines do. They offer information, education, and entertainment to readers. They target specific audiences. They go out regularly to opt-in individuals, and they present their advertising as an important feature that readers should look over.

Think about what ezine publishers are trying to do. They continually search for additional subscribers. They do their best to keep those subscribers actually reading the ezine on a continual basis. They present their advertising as best as possible to give the advertisers good results in hopes of getting repeat ad sales.

No other form of advertising on the Internet has these same qualities. Nothing else has the regularity of ezines. Nothing else has the consistent fresh content of a good ezine.

Turning a profit from ezine advertising requires an advertiser to take advantage of these qualities.

Targeting appropriate ezines is essential to your ad campaign. There are many ezines dedicated to bringing information to those who work online so often this is an easy task. However, consider your product and match it with the content of an ezine before advertising with it. Since ezine publishers are targeting an audience with their content, it's easy to tag your ad along with that content if it fits your product or opportunity.

Repeat advertising is also essential. One good ad will generally get results, but not everyone that could potentially respond to your ad will do so on just one exposure. There are many factors to be considered. Not everyone will see your ad in an ezine every time, not everyone will be in the mood to look into new products or opportunities every time, and not everyone will be ready to buy every

time.

Consistently placing advertising in an ezine that is itself growing and trying to attract more readers and better attention to its advertising will achieve the best results.

Examine also how the ezine you are looking into features their ads. Do the ads look like an important part of the ezine or an intrusion? Are the ads featured near important articles or dumped all at the end with nothing of interest beyond them to attract the reader? Is it easy to skim over the ezine's ads or are they offset to grab your attention?

Most likely, however you view the ads in an ezine is how others will view your ad. Choose ezines that work to put their purchased ads in front of their readers where they will be noticed.

Ezines are dynamic. The publishers behind them do want your advertising business and will work with you to achieve results. Ezines reach people better than any other source of advertising on the Internet today. Just make sure you work with the ezine publisher as far as following the appropriate ad guidelines and submission requirements.

There are many programs available as well to help you take advantage of the power of ezine advertising. Look into them the same way you look into advertising with individual ezines. Which give you repeat advertising? Which put your ads into the best target market?

A lot of ezines and ezine programs would love to make your money. However, it's up to you to make sure your money is well spent. Ezines are the best form of advertising. That's conclusive. From here out, it's just a matter of finding the best ezines and programs for your campaign.

How about PERMANENT and FREE for your AD in an UNLIMITED number of Ezines? Ezine ADventure is one ezine advertising program that can offer this! UNLIMITED Ezine Advertising Potential! Check out Michael S. L Bombard's site at: <http://www.ezineadventure.com/Default.asp?id=1114>

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