

Free And Paid Ezine Advertising

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Advertising on the internet can often be a confusing process especially for someone fairly new to the internet. Its knowing where to start and when to advertise/market your product or program.

I have always found advertising in "Ezines" to be a very effective method of marketing. The main reason being that your ad will go out to thousands of ezine subscribers, who have agreed to receive the ezine.

A lot of ezines will allow subscribers to send 'Free Ads' and will publish these on a first come first served basis. This works well for small ads that meet the required format and because its free, its ideal for someone who cannot afford to pay for advertising. The negative side for free ads is your ad will probably not be published when you need it. Free ads are normally published with a lot of other free ads and therefore 'Ezine' readers will often skip reading these.

Paid 'Solo Ads' published by ezines can be a very productive method of marketing. The great thing is price wise these are very reasonable and you can often save money by ordering several at the same time. Good 'Ezine' will normally publish these for you on the date of your choice so that you can maximize your exposure and and target potential customers at the correct time. Solo Ads from experience are extremely productive because the majority of subscribers will read your ad.

For those who only have a small ad,'Top Sponsor Ads' are great because your ad is the very first thing to be seen on the ezine. When considering this type of ad its always useful to find out exactly when your ad can be published. IF you need your ad to be published quickly it's perhaps better to pay for a Solo Ad.

Middle Sponsor Ads are also a great and cheap way to advertise because your ad is in the middle of the ezine and at shown away from the free ads.

Whether it's free or paid advertising one very important point is always the heading. Your heading needs to be short and to the point. It must catch the attention of the reader so that they read your ad in full.

Whatever method of ezine advertising you choose whether it be paid or free you know yourself the feedback received upon publication of your ad the best method.

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