

# 7 Reasons To Advertise With Paid Email

By Timothy Ward

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You've probably noticed the recent explosion of new paid-to-read email sites on the Internet. You've probably also noticed that some of these sites don't last very long. Why? In a nutshell -too much competition. Paid email sites make their money off advertising. With so many other similar sites out there, it's getting harder and harder to draw advertisers.

On the other hand this competition creates an ideal situation for advertisers. Advertisers now have an enormous selection of paid email companies to choose from. On top of that, due to the amount competition, paid email rates are the lowest they have ever been. So now is the perfect time to advertise using paid email. But why would you want to advertise with a paid email company? Listed below are a few of advantages to paid-email advertising.

### 1. Targeted Audience

Most paid email companies allow members to select the topics they would like to receive emails on. They are usually allowed to select between 5 or 10 topics or categories. When an you set up a paid email campaign, you are asked to pick which category you would like to send your ad to. This allows you to target the appropriate audience for your advertising.

### 2. Quick Results

After you set up a campaign with a paid-email company, your ad may be mailed out within the hour, and almost

certainly within 24 hours. The company may even email you and tell you the exact time the mail will be sent. Anyone who has ever had to wait for days or weeks for an ad campaign to start, or for a search engine to review their site, can appreciate quick results.

### 3. Statistics

Some of the paid-email companies have areas where you can log-in and check on the stats for your ad. You can see when your ad began mailing, how many people have visited your website, and more.

### 4. Incentive For Members

Members of paid email companies want to receive ads. They enjoy opening their inbox and seeing a paid email waiting. The more mails they read, the more money they make. And the more money they make, the sooner they will receive a check. So instead of ignoring your ads, members will be looking for them.

### 5. Extras

A lot of the existing paid email companies, and even some of the newer ones, are starting to include extra to lure advertisers to advertise with them. Some of these extras include free gifts, bonus advertising, free banner impressions etc.

### 6. Discounted Advertising

With competition getting more fierce with every passing day, paid email companies are trying to find even cheaper ways for people to advertise with them. With the standard emails they have pay members a certain amount, so they can't drop their rates below that price. That is why many of the companies are coming out with such ideas as Member Mails (a mail that is sent to all members, but members do not get paid for reading them), Click-Thru Pages (a page where members can go and receive a small amount, usually 1 cent or .5 cents, for visiting websites) and other ideas. Discounted paid email methods can be a great way to advertise, at a fraction of the usual cost.

### 7. Guaranteed percentage of visits

Most paid email companies now offer a guaranteed percentage of visits to your website per campaign. These percentages range anywhere from 25% to 100%, depending on the campaign you purchase. For example, let's say you purchase 1000 paid emails, and you are guaranteed a 50% click thru rate. This means that you will get 500 visitors to your site, even if

the paid email company has to send your ad to more than 1000 people to achieve that goal.

These are just a few of the reasons why paid email advertising can be beneficial. For more information on paid email, as well as links to various paid email sites, visit: <http://www.GetPaidForEmail.com>

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