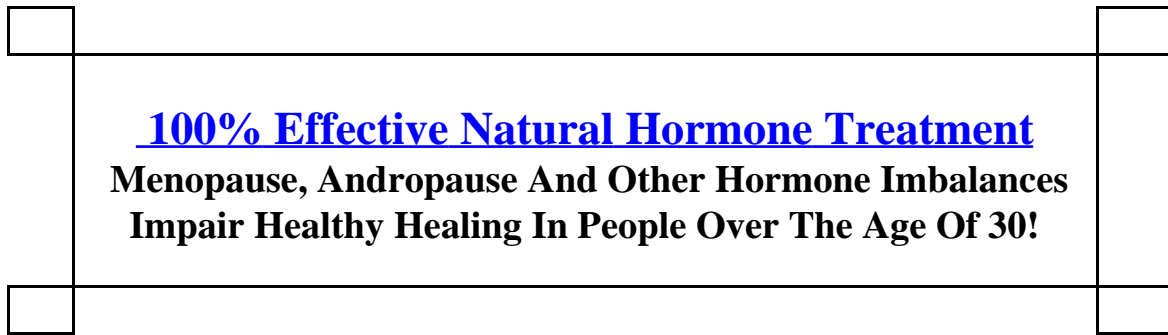


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Ask Mr. D – Banner Ads

By Bill Daugherty

Ask Mr. D – Banner Ads by Bill Daugherty

Dear Mr. D,

Do you think banner ads are a waste of time? Some of my friends tell me that I am wasting my time by using banners and I would like to know what you think.

Just one more thing. I have found a site where I can make my own banners for free, but they are not the animated kind. I have read that animated banners do better than the others. Is this so and how can I make animated banners.

I sure do hope you can help me.

Signed,

Banner Man

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Dear Banner Man,

No, I don't think banners are a waste of time. While banners don't enjoy the high click-through rate they once did, they can still be an effective marketing tool.

To be most effective, banners need to be placed on high traffic sites that target visitors most likely to want your type of product or service.

Animated banners do produce higher click-through rates than non-animated banners. At least, that has been my experience. The two sites I have listed below offer free animated banners. They are both easy to use.

Animation Online

<http://www.animationonline.com>

AdDesigner

<http://addesigner.com/cgi-bin/samples.pl>

Don't make banner ads your only marketing effort, but only one part of your overall marketing plan.

Bill Daugherty Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>

## **Two Great Tips To Increase Your AdSense Revenue**

**By Chet Brzezinski**

### **Two Great Tips To Increase Your AdSense Revenue by Chet Brzezinski**

If you are involved in affiliate programs then you most likely know about and are using Google AdSense. If used right, you can earn great revenue with the use of AdSense ads when strategically placed throughout your web pages. Over the past 2 months I have literally doubled my AdSense revenue by following two simple steps which I am about to share with you.

Other than general knowledge of using meta tags and keywords, here are two great tips on how to increase your revenue through the use of Google AdSense:

#### **Multiple AdSense Ads**

Google now allows up to 3 ad units per page. This means that you can strategically place AdSense ads throughout your site. I like to use one wide skyscraper ad (160x600) on the right or left side of the

page. Then I like to add two banner type ads (468x60) within the content of my page. It has seemed to work best placing the banner ads far enough apart but not to far where the user never loses sight of one while scrolling down the page.

#### Ad Design

What I have found that works best when it comes to how your adsense ad looks is not making it stand out from the rest of your pages. Try to blend the ads in with the rest of your pages. The ads should look like text links within your page. I feel that giving them fancy backgrounds, borders, text colors, etc will draw attention away from your ads. This is because they start to look like banner ads and most people have become immune to seeing banner ads. But if the ads look like they are a part of your site then visitors will not ignore them.

Chet Brzezinski has been in the affiliate marketing and affiliate management industry since 1997. View more affiliate program related articles at any of Chet's sites below:  
<http://www.affiliate-program-review.com>  
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