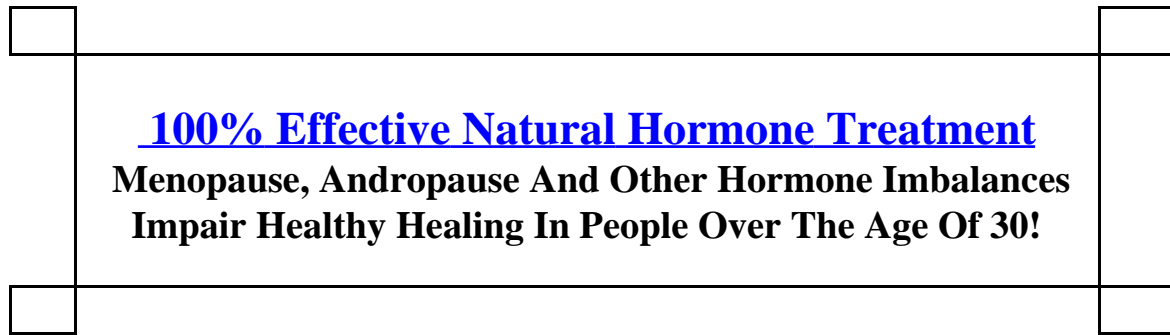


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Ask Mr. D on Banner Exchange

By Bill Daugherty

Ask Mr. D on Banner Exchange by Bill Daugherty

Dear Mr. D,

I recently joined a banner exchange. This is my first venture into banner advertising and I was shocked to see my banner getting a measly .3% click-through rate.

Is this a normal ratio or do I just have a lousy banner?

Signed,

Clickless In Seattle

Dear Clickless,

Back in the good old days (three or four years ago) it was easy to get surfers to click on banners. Today that has changed dramatically, banner advertising has hit hard times.

But even in today's climate, a .3% click-through rate is extremely low. I haven't seen your banner, so I don't know if it is lousy or not. But here are some tips to follow when creating your banner.

Ask Mr. D on Banner Exchange

- * The text should consist of only a few words that offer a clear message.
- * Choose your color scheme with great care. Make sure your text color contrast well with your background color.
- * Animation is great, but don't make it too busy.
- * The two most important words you can put on any banner are "Click Here."

Now for a look at banner placement strategy:

Some banner exchanges allow you to target the type of sites where your banner will appear and some do not. If your exchange doesn't offer this feature, switch to one that does.

Banner advertising may never again enjoy the strength it had in the good old days, but you can get the most out of your banner advertising by following the guidelines above.

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>

Would you like to succeed in online business?

By Igor Vishnevskiy

Would you like to succeed in online business? by Igor Vishnevskiy

Us Web Portal Banner Exchange program. The point of this program is to advertise ourselves and help you advertise yourself. You wouldn't need to gain any click points to get your banner out there. The way we work is by amount of banners displayed on your site. Your site displays 1 banner of any of our members and your banner randomly displayed 10 times on any of our member's sites as well as our site. 1 to 10 ratio! Where else can you find deal like that? Our service is free for all and simple to use. To start, please fill out registration form, upload your banner, we'll make sure that our script is on your site and approve your banner. Your banner will be randomly shown as soon as we approve it on all our member's websites. This service will not approve any banners redirecting to sites with sexual content. We reserve the right not to approve any banner we don't like without further explanations. Enjoy and Good Luck in online business. <http://www.uswebportal.com/banner>

Successful Online Entrepreneur, who doesn't have anything else to do, but spend money.



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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!