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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!

Effective FREE Advertising

By Terri Seymour

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If you have an online business, you have found that there are numerous ways to advertise on and off the internet. Some are more effective than others and some are more costly than others. This article will deal with one method that is BOTH free and effective.

I have been ezine publishing for about a year and have found this promotion method to be one of the most effective ways of advertising at no cost. I am talking about ad swapping.

Ad swapping is beneficial in many ways.

*Free Advertising– This is the obvious benefit. You get your ad in quality ezines at no cost.

*Building Relationships– You connect with other publishers and form business and sometimes personal relationships, which is a good way of networking you and your business. And making new friends is always a plus!!

*Provide Content for Your Ezine– Many of the ads I get in return are helpful resources, which I need for my ezine. My ad swaps are inserted in either my ezine section or my resource section. Thus, more information and resources for my readers.

If you are having trouble locating other publishers for ad swaps, there are many resources for you to use.

Ad Swap Lists:

<http://globeclubs.theglobe.com/clubs/adswappers>
<mailto:Ezine-Ad-Swaps-subscribe@topica.com>
<mailto:AdSwapsforYou-subscribe@egroups.com>
mailto:swap_it-subscribe@listbot.com
<mailto:EzineAdSwap-subscribe@topica.com>
<mailto:ezineadexchange-subscribe@topica.com>
mailto:LB-Ad_Swaps-subscribe@egroups.com

Ezine Directories:

<http://www.freezineweb.com/ad-swaps1.html>
http://209.53.3.96/newsletters/bins/ad_swap.asp
<http://www.list-city.com/adexdb.html>
<http://www.netterweb.com/ezines/>
<http://www.webheadcentral.com/ezine.html>

When you find an ezine that you would like to do a swap with, contact the publisher. Tell him/her a little about your ezine, such as name, content, target audience, and number of subscribers. I would then ask if he/she would like to view a sample issue and give a link where he/she can see one.

Explain why you would like to do an ad swap and ask if they would be interested. If they reply back that they are interested, you can then work out the details.

There are thousands of quality ezines published on the net and ad swapping is one of the most effective ways of getting your ad in numerous ezines. For no cost, you will be getting your ad out to thousands of subscribers. And of course, you want to have a well-written ad — hmm, sounds like an article to me! Happy swapping and have a successful day!!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> [Subscribe at mailto:subscribe@myownezine.com](mailto:subscribe@myownezine.com) or visit <http://www.myownezine.com> for lots more info.

Traditional Advertising Can Not Work, Find out what's happening.

By Jerry Klabunde

Effective FREE Advertising

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Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde

President

www.effectiveadvertising.com

Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Practical Experience Studying Advertising and its Efficiency, There are parts missing that is keeping it from being a communication.



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