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Eight Steps to Increase Your Newsletter Advertising Revenue

By Howard Minsky

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As the newsletter market becomes increasingly more competitive, it's important to follow several key steps in your pursuit of potential advertisers. Simple steps such as providing basic information and practicing timely follow-up can contribute to the success of your overall advertising revenue.

Follow these tips to quickly boost your advertising revenues.

1. Contact Information – Always place contact information toward bottom of your emails and articles. Include Company Name, Contact Name, Tel, URL, Email, Fax, and Address. Buyers prefer to purchase ad space from companies and individuals that are easy to contact and have a physical location. List an email address for purchasing advertising (Ex. advertise@TheAdStop.com).
2. Target market – List your target market and demographics. If you have not yet performed a survey of your subscribers, then list your perceived target market. To gain actual demographics, email your subscribers a simple survey. This allows you to not only learn about your subscribers, but will also aid in efforts to increase subscriber base. A survey will also help you to develop editorial content geared towards your readers main concerns or interests.
3. Subscriber Numbers – Numbers are important when considering an ad purchase. Don't hesitate to list the number of subscribers to your newsletter as well as the average monthly percentage of growth rate.
4. Follow Up – This may be one of the most valuable steps in increasing advertising revenue. After a sale, be sure to communicate with your advertiser. It's a lot easier to re-sell ad space than find a new ad buyer. If the advertising run is a one-issue purchase, email the advertiser the day before the newsletter goes out to remind the advertiser when it's scheduled to run. Then telephone or email the advertiser after the ad run to learn of the effectiveness. If the advertiser is happy, resell them on the spot for a longer term. If the advertiser was unhappy with the results, ask "why" and then encourage them to buy another advertisement at a discounted rate. If the advertiser decides to purchase another run, be sure they make changes their ad copy. The effectiveness of the ad often depends on the ad

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copy itself.

If Advertisement is run for multiple months or issues, email the advertiser weekly asking their feedback. Telephone your advertiser once per month. Also, you should always email the advertiser to inform them of an approaching renewal time and attempt to renew their run. If there is no answer, call two or three days later and try to sell over phone.

5. URL Tracking – Have advertisers create a tracking URL to verify advertising was included and allowing analysis of the gains achieved from ad placement.

6. Credit Cards – Allow advertisers to purchase ad space with credit cards. It is inexpensive and presents a very professional organization. Better yet, it is easier to re-sell as the advertiser only needs

to say YES. The easier you make it to buy the more sales you'll make.

7. Partnerships – Increase the size of your advertising offerings by partnering advertising sales with similar newsletters and Ezines. Partnering allows you and partners to collectively sell advertising space. The larger subscriber base will attract larger advertising buyers. Provide a 15% commission to the selling party, which could be you or your partner(s). This works well for newsletters with under 10,000 subscribers.

8. Ad Networks – List your ad offerings with one or more Ad Networks. Gain a professional sales force with extensive resources to sell your space. Realize, you will earn less per subscriber, but you will most likely sell-out your advertising space. This also allows you to concentrate on marketing and content which is usually the main interest. Also, many Ad Networks do not require exclusives, so you can continue to sell your own space with an assurance that advertising sales will occur for every issue.

Follow these eight easy steps and you'll quickly see an increase in advertising revenue. Good Luck!

Howard MinskyCo-Founderwww.TheAdStop.comList your Internet Advertising information on www.TheAdStop.com Have tens of thousands of media buyers, site owners, advertisers and marketers learn about your advertising offerings. It is always FREE and very easy to do.5868 North Plum Bay Pkwy, Tamarac, FL 33321 USAT: 954-722-0454F: 954-532-2355Howard@TheAdStop.com

Three easy website tips to increase site revenue

By Syd Johnson

Three easy website tips to increase site revenue by Syd Johnson

Pay attention to the area "above the fold"

This is the area on a web page that is visible without any vertical scrolling. It is one of the most valuable assets in your revenue generation plan because this is where your visitors will look before they do anything else on your site. You want to use this area for your navigation bars, and more

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importantly for advertising.

If you want to kick up the revenue from your Google AdSense campaign or another advertising source, place them on the side, above the fold. As your site builds up enough traffic to allow you to sell your own ads, put the ads with the highest revenue payout in this area.

Stick to text ads in this area if you can. If you use banner ads above the fold and they don't load properly, your visitors will think that the entire page is not loading properly. They might scroll down, but most likely, they'll click the back button and move on to another site.

Showcase valuable content with great headlines and hyperlinks above the fold. Start by highlighting the main sections of your website, or by showcasing your most valuable product.

If you are not selling your own product, but relying on Google AdSense, you can still make use of the area above the fold. You can place newsletter subscription boxes, new books, news alerts, scam watch and email alerts in this area as well.

Navigation bar

To increase click through rates and to make your navigation bar more effective, turn your Navigation bar into a series of text links. Use keywords or natural phrases to let your customers know what type of benefits they'll receive by clicking on a particular button. When you use graphical buttons, you'll probably be limited to a word or two.

By using a text link, you can turn the headline of an article or the complete description of site section into a link. This will increase your click-throughs, and readership on your website.

Opt-in Newsletters

Opt-in is an arrangement where customers must give their explicit permission to receive any type of communication from a website. The type and scope of information that is opt-in varies from site to site. On some sites, everything is opt-in. On other sites, only the newsletter is opt-in. On large retail sites, once you make purchase, you automatically opt-in to receive all kinds of communication and must "opt-out" or unsubscribe for the information to stop.

Set up an opt-in newsletter to build your subscriber base. You can add paid, contextual advertising later on, or use it to promote your own products to your customer base.

If you follow these three guidelines you can design the top of your website to automatically increase

your site revenue.



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