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How To Properly Use Ezine Advertising – Part One

By Joe Bingham

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Just for the sake of avoiding an argument, let's just say that ezine advertising is the best form of advertising on the Internet.

Now, let's move on to learning how to more properly make use of the advertising available in ezines.

Essentially, and this holds true for all Internet marketing, you have two options to choose from.

OPTION #1 -- Playing The Numbers

The Internet in general is a numbers game. So long as what you are advertising is worth anything at all, there are going to be people interested in it. One option you have is simply to get an effective ad out to as many people as possible.

This option, while it's less time consuming, is also less targeted and requires more subscriber views per response than using targeted ezine advertising.

The best approach for this method is to take advantage of many of the bulk ad buying programs being offered.

Subscriber/Ad Programs are low cost methods of getting your ad exposed to dozens of ezines and hundreds of thousands of subscribers. Some of the best of these include:

2 Bucks An Ad

<http://hop.clickbank.net/hop.cgi?phage/paaads>

2 Dollar Ads

<http://hop.clickbank.net/?phage/dollaraday>

\$10 for 20 Ads

<http://hop.clickbank.net/?phage/CashGalore>

Other programs exist that do not require you to subscribe to the ezines your ad will be placed in, but still cover multiple ezines and many thousands of subscribers. Examples include:

Ad Mistress \$30 Column Ad available from any ezine participating in

the program. See <http://www.webventurist.com> for instance.

Ad Mark Ad Sheet also available in multiple ezines and claims to be sent to over 2.5 million readers. Try this one:

<http://www.shopmystate.com/logon/12-09-01/index-2.html>

The point of these programs being that your ad is immediately presented to many thousands of subscribers at once.

The drawback to these programs is that you have little control over which ezines your ads will be seen in, nor the timing of when your ad runs. This could lead to your ad being featured in ezines of an entirely different subject matter, and also makes ads that pertain to timed events or schedules difficult to deal with.

Again, the whole point to this approach is simply pushing for the largest numbers possible in hopes of achieving results.

OPTION #2 -- Targeting Your Advertising

While this approach takes more work, the idea is that since the advertising is targeted it will achieve more response per subscriber view and therefore be more cost effective.

The work involved in this approach lies in selecting the best ezines to run your ad in. This involves searching out appropriate ezines, researching ad rates and subscriber bases for those ezines, and talking with the editors or advertising agents for the ezines in question.

Selecting ezines for advertising will be the focus of the next article in this series due out next week at this time. Then we will cover the subject in more detail and relate how best to get the job done.

Joe Bingham, Editor of the NetPlay Newsletters [Subscribe to 1 of 3 Quality NetPlay Ezines](http://www.netplaynewsletters.com), See which one fits you at: <http://www.netplaynewsletters.com> [Need To Publish Your Own Ezine? I'll Write It For You and Show You How to Make It Successful!](http://www.netplaynewsletters.com/publisher.html) <http://www.netplaynewsletters.com/publisher.html>

Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

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He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

Is Ezine Advertising Still Worth?

How To Properly Use Ezine Advertising – Part Two

Free Ezine Advertising by Writing Ezine Articles

Taking Advantage of the BEST Advertising Around

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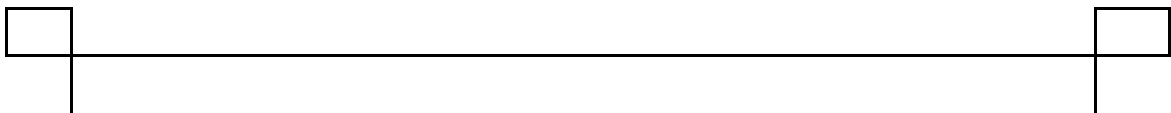
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