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## How To Properly Use Ezine Advertising – Part Three

By Joe Bingham

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### ANALYZING EZINES

After having selected ezines to advertise your program in based on how the content of the ezines relate to what you wish to advertise, there is still another process to choosing the best ezines for your marketing dollars.

Analyzing the ezines is a rather subjective process, however. There are no hard and fast rules to follow that give you a clear indication of whether or not an ezine is worth the cost. However, there is an information gathering process that can help you to make better decisions.

### AD FORMATTING

One important aspect is how ads are handled in the ezine itself. Where are the ads located in the ezine? Are they made visible by being placed directly between or at the start of the articles, or are they pushed all to the end of the ezine or published separately in an ad sheet?

How many ads are run in each issue? Are the headlines of the ads offset to attract attention, are the ads separated in some way from each other, or does the entire ad section look like one big chunk of text?

Naturally, anything the ezine publisher does to give visibility to the ads is a plus for you as an advertiser.

### SUBSCRIBERS: Who Are They and Where Did They Come From?

Don't be afraid to contact the editor, publisher, or advertising agent of an ezine and ask them some questions. Find out not only how many subscribers they have, but get their opinion of what type of markets their subscribers are interested in, AND how they get their subscribers.

Some marketing practices, such as automatically subscribing people that post to an FFA or ad site, may pull a lot of subscribers for an ezine, but result in very little readers. Ads for subs programs also have mixed results. Some stick around and read the ezine, but many

don't. The best subscribers are those that are completely volunteer opt in readers.

However, many ezines use multiple means of gaining subscribers and while some use not so great methods, they may also clean their lists of non-responsive subscribers regularly. That's why it is best to ask and make a judgment based on the answer you receive. This may take some practice and trial and error, but at least if you have the information you are giving yourself something to learn from. So, ask where, how, and what type of subscribers the ezine has. Ask how effectively they retain subscribers as well. That is a good indication of many subscribers are reading the ezine and viewing it as worthwhile.

### FREE vs. PAID ADVERTISING

There are many ezines that do offer free ads to their subscribers. Some of these are worthwhile others are not. It really comes down to reader involvement. If people are still reading the ezine and not just subscribed to put their ad in every week, it may be worth your time. If the ezine has passed all of you're other criteria up to this point, it has to be worth a shot. At least this costs you nothing but your time.

Paid advertising at this point where you have studied, selected, and analyzed many ezines and come up with a short list is definitely going to be worth the cost.

Let's just review what you have gone through in selecting the ezines to advertise in.

1. Targeted Content that matches the product, service, or opportunity you are advertising.

2. Acceptable Potential Market based on the content of the ezine and what the ezine's editor says about his or her subscriber's interests.
3. Acceptable Ad Formatting and Placement in the Ezine.
4. Acceptable Subscriber Base as described by the way the ezine gets it's subscribers and keeps them.

Now comes the kicker, ad cost. What's a good price, and what isn't?

Well, it just depends. That's not what you wanted to hear, I know. You'd rather I provided a simple rule to go by that made all of your decisions for you. Sorry, but I don't believe that is possible. It is a big subject, however, so we'd best save it for the final installment in this series.

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](http://www.netplaynewsletters.com/publisher.html)

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## **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**

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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

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:

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