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Paying The Right Price For Your Ezine Advertising

By Deanna Mascle

Ezine advertising can be very inexpensive but it is important to know what you are paying for.

Sometimes the cheapest ad you can find really isn't the right ad for you and your marketing campaign — and if that is true then no matter how cheap the price you paid too much.

There are several factors that influence the price of ezine advertising but these are the five most important.

1. The type of ad. Usually you pay more for solo ads, then sponsor ads, and less for classified ads.
2. The size of audience. How many subscribers does the ezine have signed up? It is also helpful to know when the subscriber base was last checked. Depending on their subscription management system some bogus addresses sometimes get on a list.
3. The topic of the ezine. How focused is the subject matter and audience interest? The more information you can learn about the ezine's subject matter and subscriber demographics can help you identify whether or not this match will be productive for you.
4. Single or package deal. Sometimes you can buy package deals that include substantial discounts and even free ads. This is worth checking out as you should really run an ad more than once in any case to test its true response rate.
5. The advertising season. You are more likely to find discounts and deals in the first part of the year (January or February) as advertising tends to be a bit slower. You are least likely to find discounts and deals at the end of the year (October, November, December) as ad sales are high to take advantage of the holiday buying season. Some ad calendars may shift due to subject matter. For example, an ecommerce newsletter might gear up at the beginning of the new year as people act on their New Year resolutions (and attempt to pay off holiday debt).

As with anything you buy you should comparison shop as well as apply these five factors to any ezine advertising deal you encounter. There are many great ezine advertising deals out there. Remember a

high price tag is worth it if you can generate a number of sales.

Visit

<http://ezineadvertisingworks.info>

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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

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.

Paying The Right Price For Your Ezine Advertising

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:

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