

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Taking Advantage of the BEST Advertising Around**

**By Joe Bingham**

**Taking Advantage of the BEST Advertising Around by Joe Bingham**

There simply is no other form of advertising that is as effective as ezine advertising.

Think about what the good ezines do. They offer information, education, and entertainment to readers. They target specific audiences. They go out regularly to opt-in individuals, and they present their advertising as an important feature that readers should look over.

Think about what ezine publishers are trying to do. They continually search for additional subscribers. They do their best to keep those subscribers actually reading the ezine on a continual basis. They present their advertising as best as possible to give the advertisers good results in hopes of getting repeat ad sales.

No other form of advertising on the Internet has these same qualities. Nothing else has the regularity of ezines. Nothing else has the consistent fresh content of a good ezine.

Turning a profit from ezine advertising requires an advertiser to take advantage of these qualities.

Targeting appropriate ezines is essential to your ad campaign. There are many ezines dedicated to bringing information to those who work online so often this is an easy task. However, consider your product and match it with the content of an ezine before advertising with it. Since ezine publishers are targeting an audience with their content, it's easy to tag your ad along with that content if it fits your product or opportunity.

## Taking Advantage of the BEST Advertising Around

Repeat advertising is also essential. One good ad will generally get results, but not everyone that could potentially respond to your ad will do so on just one exposure. There are many factors to be considered. Not everyone will see your ad in an ezine every time, not everyone will be in the mood to look into new products or opportunities every time, and not everyone will be ready to buy every time.

Consistently placing advertising in an ezine that is itself growing and trying to attract more readers and better attention to its advertising will achieve the best results.

Examine also how the ezine you are looking into features their ads. Do the ads look like an important part of the ezine or an intrusion? Are the ads featured near important articles or dumped all at the end with nothing of interest beyond them to attract the reader? Is it easy to skim over the ezine's ads or are they offset to grab your attention?

Most likely, however you view the ads in an ezine is how others will view your ad. Choose ezines that work to put their purchased ads in front of their readers where they will be noticed.

Ezines are dynamic. The publishers behind them do want your advertising business and will work with you to achieve results. Ezines reach people better than any other source of advertising on the Internet today. Just make sure you work with the ezine publisher as far as following the appropriate ad guidelines and submission requirements.

There are many programs available as well to help you take advantage of the power of ezine advertising. Look into them the same way you look into advertising with individual ezines. Which give you repeat advertising? Which put your ads into the best target market?

A lot of ezines and ezine programs would love to make your money. However, it's up to you to make sure your money is well spent. Ezines are the best form of advertising. That's conclusive. From here out, it's just a matter of finding the best ezines and programs for your campaign.

Joe Bingham, Editor of the NetPlay Newsletters Publish Your Own Quality Ezine with Little Work and a Lot of Help <http://www.netplaynewsletters.com/publisher.html>

## **Free Ezine Advertising On Steroids!**

**By John Colanzi**

### **Free Ezine Advertising On Steroids! by John Colanzi**

Free ezine advertising has been with us for some time now. As the ezine explosion continues, publishers are scrambling to keep pace in the battle for new subscribers.

Freebies have become the order of the day.

Free Ebooks

Free Software

Free Training Courses

Free Advertising

This has created an extremely favorable environment for subscribers. They can pick and choose from the freebies of their choice.

Many have hopped on the Free Ezine Advertising Bandwagon. But as the Free ads became more common place, Free Ezine advertising began to lose it's pulling power.

Sure you could draw a lot of leads if you posted enough to ezines, but the process is time consuming and still doesn't come close to the pulling power of paid advertising.

You had the choice of either spending time or money. If you were short on cash you had to spend the time.

Now that's all changed. Imagine getting Free Paid advertising.

I know what you're thinking, "John that's a contradiction."

Guess What?

It's not!

There's a new system that will help the average marketer earn Free sponsor and solo advertising.

## Taking Advantage of the BEST Advertising Around

The scramble for new subscribers has created an opportunity for you to cash in.

If you have a list of contacts or an extremely active downline you can take advantage of Free Paid Advertising!

How does it work?

Publishers looking for new subscribers are paying readers in advertising credits for referring new subscribers.

It's a win – win situation.

The publisher gets a wider circulation and you earn Free sponsor and solo advertising.

You can put your advertising into high gear, absolutely Free.

If you'd like to see how this system works visit:  
<http://www.listpartners.com/cgi-local/addpartner?360>

It truly is Free Ezine Advertising on Steroids!

Wishing You Success

John Colanzi publishes the "Street Smart Marketing". To subscribe <mailto:ezmailer-subscribe@listbot.com> If you'd like to see how John uses this strategy to make money in network marketing visit: <http://johncolanzi.com/cash.html>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**