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

The Fact About Newspapers Advertising

By David Bell

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Newspapers advertising is an age-old advertising medium that has been used for literally a hundred years. This method is still one of the most under-rated methods of earning a big income in today's economy. Newspapers advertising is a well proved medium if you know what you are doing.

It is extremely easy to place ads (once you know the right source), and the income potential is truly enormous. Did you know that if you earned a mere \$5 profit with just one newspaper ad, then you could made yourself a Fortune!

Newspapers advertising can be very profitable. Let's say you're selling an information product which costs a total of \$5 both to produce and to ship to the customer. Let's further assume that the ad costs \$25. Your total expense is \$30. If your ad brings in \$35, then you have just made a small \$5 profit! Not impressed? How is this a "fortune"? Assuming you make that same kind of profit in similar newspapers, the "power of multiplication" will EXPLODE your profits! Place that same \$25 ad in just 10 newspapers, and your profit is \$50. Place it in 100 newspapers, and your profit is \$500. 1000 newspapers means \$5000. Are you beginning to see the POWER of multiplication? If you can place 1000 ads per week, your income could hit \$20,000 per month, or \$240,000 per YEAR! This is NOT a secret. THOUSANDS of people are utilizing this power each and every day! If YOU have a product that you can sell by placing simple ads, then YOU should be using the Power of Multiplication right NOW!

A WORD OF CAUTION: Never ever "roll out" a newspapers advertising campaign without first testing your ad in a smaller (cheaper) market. We've heard far too many failures from people who 'thought' they had a great money making ad, and went in for the 'kill'! That is, they rushed in and spent \$2000 on an ad campaign, only to find out later that the ad bombed. Instead, start out small. Be cheap, and be cautious. You can run an effective test campaign for about a hundred dollars. This is a great way to test the waters and protect your ad budget. Once you've made even a VERY small profit, use the power of multiplication to roll that small money into big bucks!

David Bell is Manager, Online Marketing, at <http://www.wspromotion.com/>, a leading Search Engine Optimization services firm and Advertising Agency.

Web Site Promotion – Getting Publicity

By Sinnge Eeyune

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Publicity, if handled properly, can get your web site the kind of promotion that cannot be bought, or at least not afforded. As a marketer, that is always the goal of my publicity and PR efforts.

Here is a good example of web site promotion that the site itself could not afford but managed to accomplish through publicity. A new web site is burgeoning to make it easier on those of us who have to deal with the horrors of parking at any one of the nation's airports, www.AirportParkingReservations.com. This web site is designed to let people reserve a parking space at one of those little parking areas that always surround a major airport. Instead of renting advertising space in the country's newspapers their clever marketing and promotions people instead issued press releases to the newspapers and other media. Several newspapers ran a short story about the web site in their travel section, the Houston Chronicle being one of them.

Advertising in the Houston Chronicle is expensive, and worth it, if you can afford it. The Chronicle charges approximately \$162 per square inch per day for ads. Since the parking reservations web site story took up about 10 square inches they effectively received \$1620 of free advertising in The Chronicle. This was not the only paper that picked up their story either. If just 10 newspapers ran their story, we can estimate that they saved \$16,200.

These kinds of savings and press coverage are the reasons why Houston Web Developers encourages its clients to avidly seek publicity. An easy way to get started is writing. Write press releases and articles about you, your company, its products, and services. Write about their benefits and use. Write about how they differ from your competitors and emphasize their strengths. Then send the press release and articles out and watch the magic happen.

For specific help with your marketing and publicity campaign contact HoustonWebDevelopers.com.

Sinnge Eeyune is a Solutions Designer and Copywriter for HoustonWebDevelopers.com. His award winning designs and insightful articles make him a true HoustonWebDevelopers.com treasure.



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