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You Can Save Money On Ezine Advertising

By Deanna Mascle

Now that you are ready to begin your Ezine Advertising Campaign I have three tips that will save you money on Ezine Advertising.

Join The Directory of Ezines

Yes, it may seem a bit pricey up front but I have been a member for years and never regretted the money I paid — because I made it back in savings! Not only do you get a lot of great bonuses and freebies but you will also be able to find a list of free advertising available from the ezine owners listed in the directory. Plus on top of that many of the ezine owners listed in the directory offer a discount to directory members. So if you think about the amount of money you might save over time — the Directory of Ezines is actually a very big bargain!

Sign Up At The Ezine Ad Auction

You will need to register to use this auction site but there is no cost involved.

At any given time there are hundreds of auctions available — some starting at just \$10. You can shop by category to more easily find your target audience and will find a range of ezines and ad formats available.

Ezine publishers put up regular offers and discounts on unsold space — and either way you save money off their posted rates.

I regularly use Ezine Ad Auction to buy and sell ads. It is a great resource and I have developed some great, long-lasting relationships as a result.

Ask The Ezine Publisher For A Deal

Many Ezine Publishers are willing to offer special deals for either or both new advertisers or long-term advertisers. I used to have a "Test Drive Offer" for my ezines and currently offer some great discounts

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and free ads through my Renaissance Woman Online Ad Club.

I occasionally have advertisers contact me about a discount and if I have open space I am often willing to make a deal or at least a counter offer.

If you are a hesitant about boldly asking for a discount then simply contact the publisher to see if there are any deals available. Believe me, if they ad inventory available they will make you a deal—and it might be better deal than you would have dreamed of asking!

Visit

<http://ezineadvertisingworks.info>

and

<http://howtoadvertisewithezines.info>

to learn more. Want to

save money on Ezine Advertising? Check out our ebook "Harness The Power Of Ezine Advertising" which includes \$21 of free ezine advertising plus our Ad Club.

Free Ezine Advertising by Writing Ezine Articles

By Jean Lam

Ezine Advertising in one of the best mediums for advertising your products and services. There is no other way you can reach such a big and targeted audience of potential buyers.

You go and find these people and not letting them come to you if you depend on search engines. You can either purchase a classified ad or even better a Top Sponsor ad or Solo ad. This could come as a surprise but did you know that you can get free ezine advertising for life?

Well there is a simple answer to this question. Write ezine articles and get them published. But you may wonder how come I can get free ezine advertising with my ezine articles?

Your resource box or author bylines/bio at the end of your ezine article will contain a brief note about you and what you do. To learn more about article writing and how this can be profitable to your business, check this link out:

<http://www.zineguru.com/ewriter>

I must admit that writing ezine articles is a really powerful web marketing tool. And not only is it highly effective but you can save lots of money if you bypass ezine advertising. I have never paid for ezine advertising before for I've discovered this technique quite early.

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An ezine article pulls as much as a Top Sponsor ad. Remember an ad is there simply because someone has paid for it. But your article is there because the publisher thinks you have something important to say.

In other words, you have been endorsed by the ezine publisher. And endorsement is one of the most powerful selling strategies on the web. In a nutshell, ezine articles are the king of ezine advertising.

If you want to reach an audience which is highly targeted and get free exposure, write ezine articles and save hundreds in ezine advertising.

Almost all ezines are archived, thousands of people read these archives, your article will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis.

Writing ezine articles is one of the best forms of free ezine advertising to get your name known, establish yourself as an expert. People are more likely to buy from experts than other people who are totally unheard of.

Once you get 10, 20, 30 or even more ezine publishers who regularly use your articles, you will get free ezine advertising for life and massive exposure for any products or services you may be promoting. Your name will be seen in many ezines and websites too and your credibility will increase considerably.

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

<http://www.zineguru.com>

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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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