

# Affiliate Classroom

Volume 2, Number 9  
August 2007  
[AffiliateClassroom.com](http://AffiliateClassroom.com)

The journal of affiliate marketing and management best practices

## Forgotten Traffic Tactics

Offline  
Promotion  
Classified  
Ads

Ezine

Thank You Page Tips

Advertising

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## Top 5 Affiliate Programs



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### Featured Program—Synervation

<http://www.synervation.net>

Synervation provides affiliates with the highest commission campaigns, making sure to produce the best conversions. Their high-powered team looks for only the top performing offers so you will increase your revenue month after month.

Synervation has got it down to the letter, with real-time reporting, an easy-to-use affiliate interface, the latest technology, and optional PayPal. Advertisers with Synervation enjoy the No Setup Fees, Monthly Quota, and Exclusive Contracts. Find out what they have to offer!

### Top 5 Programs: August 2007

#### Visox Web Hosting

<http://visox.com/affiliates>

VisoX Web Hosting has been providing quality and affordable web hosting for over eight years. They have made it really easy to promote their web hosting plans by providing competitive pricing to entice the customer. In addition, they make sure to keep your referred customer well taken care of through their 24/7 support team. Check them out to learn more about their successful affiliate program.

#### Big Church

<https://bigchurch.com/go/g787241-brk>

Big Church already has a half a million members worldwide. Become a part of their program and help create connections for people who share the same spiritual beliefs. They have three different payout programs for you to choose from. First, you can earn \$1.00 for each member that signs up for a free membership. Next, you can earn up to 60% of initial orders and reorders. Their third program is even better, allowing you to make an extra 10% from simply referring other webmasters to get in on it!

## Reunion.com

<http://af.reunion.com/Join.aspx>

Reunion.com has helped over 35 million registered users find family members, classmates, lost loves and so forth. Reunion.com's tools have helped them, as well as the 40,000 daily added registered users, stay in touch! Reunion.com allows publishers to earn money for promoting our service. Their flexible commission structure starts at \$1.10/lead and extends to \$10/sale. Reunion.com provides built-in incentives, performance tiers, and contests that guarantee your hard work will always be rewarded.

## OfferWeb

<http://login.offerweb.com/>

OfferWeb is one of the top CPA affiliate networks to bring you some of the most exclusive and unique offers out there. They have a fully automated network with real-time reporting for every single offer. They only allow the top advertisers with the best payouts, so their publishers are able to gain quality and quantity. Affiliates are always paid accurately and on time, and have been for over five years.

## DrugStore Best Buys

<http://www.drugstorebestbuys.com/affiliates/default.htm>

With Drug Store Best Buys, affiliates gain the ability to build a reliable income. Drug Store Best Buys helps you to distinguish between the best health affiliate programs. Both Drug Store Best Buys and Pharmacy Shark Patrol use independent testing, monitoring, and rating reviews to assist you in avoiding losses from bad programs. They have years of experience, including live affiliate support, top commissions, fast approvals, and a unique free dispute resolution service.

## Until next time...

Check us out in our [Industry Watch Newsletter](#)

([http://www.affiliateprograms.com/industry\\_newsletter/10-17.htm](http://www.affiliateprograms.com/industry_newsletter/10-17.htm))

In our newsletter you can find all the latest industry news, tips, and tools. Communicate with our team of experts through in-depth articles and free online resources. These resources will help you to dramatically, increase your knowledge of affiliate marketing. Here is a place where you can receive the guidance and support you need to reach your full potential.

# Offline Advertising The Forgotten Goldmine

by Mark Thompson

<http://www.income-academy.com>



In the rush to find ever more creative ways of generating website traffic, many of the most profitable methods are being overlooked and forgotten. Blog and ping, article marketing, and social bookmarking may be the main methods of traffic generation at the moment. But the methods of lead and sales generation used before the Internet boom are still valid today.

Offline advertising can take many forms and covers a large area, from advertising in a local corner shop to running national TV and radio ads. If you have never tried these methods, you may well be surprised at how effective they can be.

Looking at the stats for my articles I've published in Ezinearticles.com, one article has over 10,000 views, but most of the others are averaging 500 to 600 views. Compare this to the number of customers your local shop has in just one week. When considering offline advertising, you should start small and refine your technique before spending lots of money on advertising campaigns.

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**The same rules in online advertising apply to offline advertising – you should have a headline to grab people's attention, and you should appeal to their desire for money, recognition, or a change of life.**

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The great thing about offline advertising is that you can test your campaigns on a small local basis for very little cost before you expand it to a regional or national level. With a bit of creativity, you can split test a number of different types of ads and work out what works best for your product.

Advertising offline is not very different from advertising online. The same rules apply – you should have a headline to grab people's attention, and you should appeal to their desire for money, recognition, or a change of life.

## Starting an Offline Campaign

The easiest way to start offline advertising is to place an ad in a local supermarket or a local shop. If you want to split test your ad, simply change the URL advertised at each location and send people to a different page or a different site. Don't underestimate the number of people who will see these ads.

You can use the same method to place ads on notice boards in gyms, coffee shops, anywhere that will allow you to place an ad. Obviously, targeting the right ads to the right target market is important. Advertising a CPA campaign for free baby diapers in the male

changing room of the local golf club won't work as well as a campaign offering free golf balls!

If you are using the split test method, you should take into account the number of people who will see your ad. Try to use two or more locations with a similar amount of visitors and swap the ads around each week. Once you have found an ad that attracts customers, you can then start to expand your campaign to reach a wider audience. One method I use regularly is to ask my local newspaper seller to place my leaflets inside his newspapers. I can then track the results from each style of leaflet.

## Getting Your Ad in Print

The next step is to advertise in local newspapers. I like to start with newspapers that run free ads and place my ads in relevant sections. So I would place an ad for free golf balls in the golf section and an ad for free diapers in the baby section.

If you don't have a free local newspaper, then compare the costs of advertising in newspapers that charge a fee for advertising. Call the newspapers' advertising departments and ask each what they charge. The rate they give you will be the maximum price, and this is often negotiable. Find out when the deadline for advertising is, and then call them an hour before the deadline. Through this tactic, you could save 50%-60% of the quoted price.

You also need to get their circulation figures. Ensure they are giving you the circulation figure, and not the readership or print run figure.

Once you have the cost and the circulation figures, then you can quickly find which paper to advertise in. Let's assume that Newspaper A has a circulation of 200,000 and charges \$200 for an ad, while Newspaper B charges \$300 and has a circulation of 400,000.

Divide the cost into circulation to get a cost per 1,000 readers. In this case, Newspaper A offers a cost of \$1.00 per 1,000 readers (200,000 divided by \$200). Newspaper B, however, is the better value at only \$0.75 per 1,000 readers (400,000 divided by \$300).

## Getting Your Ad on the Air

Advertising on radio or TV is no different from advertising in newspapers, although it can be more expensive. Generally I wouldn't recommend paying for TV or radio ads unless you have a product to promote that will convert well and will be of interest to a broad range of people.

One option is to sponsor a show that is targeted at your market. There are ways to get radio, newspaper, and TV coverage for free, especially at a local level; we'll look at those later.

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**It is vital with all offline advertising that you track where your traffic is coming from and know how much your ROI is. You will find that some methods are far more profitable than others. Once you have identified the profitable ones, you should increase the advertising and roll that method out over a larger area.**

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It is vital with all offline advertising that you track where your traffic is coming from and know how much your ROI is. You will find that some methods are far more profitable than others. Once you have identified the profitable ones, you should increase the advertising and roll that method out over a larger area.

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**Some newspapers and radio and TV stations struggle to fill up all their space or airtime. So approach them and offer to do a weekly article or a 30-minute airtime slot in which you provide answers to readers' and viewers' questions on a particular subject.**

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One aspect of offline advertising that is very often ignored is outsourcing. I placed an ad in my local shop looking for people to write articles for me, and the result was overwhelming. I found many stay-at-home moms with young children, and people in retirement, who were happy to write articles for \$5 per article.

This enabled me to get articles written about refinancing by former bank workers and articles on health matters by a retired nurse. You'll also find local computer-savvy kids who are happy to design templates and sites for you for just a few dollars and the experience. Compare that to recruiting via one of the freelance sites.

## Offline Advertising Venues

**..Local markets and fairs:** A stand at a local fair or market can allow you to provide details of what you are promoting. Obviously, this won't work for all types of products, but it's a good venue in which to target the visitors.

**..Leaflets:** Create a series of leaflets that you can hand out at large gatherings, or deliver door to door. Just like your ads in local shops, you need a good headline to catch people's imagination and a link to your site.

**..Business Cards:** Having business cards printed can work really well. Include in the cards your details and a snappy message such as "Work 4 hours per week and be debt free in 1 year!" You can then leave them in the back of taxicabs, phone booths (if it's legal to do so!), or when you pay the bill at a restaurant.

**..Rubber Stamps:** Have a rubber stamp made with your details and headline and stamp every piece of mail going out. This will be seen by lots of people in the post office, plus everyone who receives mail from you. If you send your mail to an office, 5-6 people who are all potential clients might see your message.

**...Your Vehicle:** Have a vinyl sticker made for your car, giving details of your website and product. Potentially thousands of people per day can see your message while you're simply running errands.

**..Promotional Material:** There are companies that can produce promotional items for you, such as mugs, pens, and mouse mats. You can give these away at various events and gatherings.

**..Competitions and Sponsorships:** Run competitions aimed at your target market. You can even require that participants register, which will help you to build a mailing list. Sponsoring local sportsmen and teams can be surprisingly cheap, and a few hundred dollars can get your website name good coverage.

**..Radio, TV, and Newspaper Exposure:** While paying for a radio, TV, or newspaper ad may guarantee maximum exposure, some newspapers and radio and TV stations struggle to fill up all their space or airtime. Approach them and offer to do a weekly article or a 30-minute airtime slot in which you provide answers to readers' and viewers' questions on a particular subject, such as Internet marketing. This is a great way to obtain exposure for your website.

## Get Started!

Now it's time to grab a pen and paper (old-style note taking!) and make a list of places where you could advertise locally.

And while you are at it, why not make a list of other types of offline advertising you can do?

Offline advertising is tried and true, and it never goes out of style. Incorporate some of these offline techniques in your online marketing efforts, and the results will pleasantly surprise you.

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### About the Author

**Mark Thompson spent many years working in IT consultancy in London. Following a re-evaluation of his goals and lifestyle in 2004 he sold everything he couldn't fit into the family car and moved to rural Spain where he now pursues a variety of online ventures.**

# Does Ezine Advertising Still Work?

by Kathy Jackson



Although it is hard to imagine today, there was a time when the best way to get the word out about a product, service, or website was with ezine advertising. Many people – mistakenly – no longer believe that ezine advertising is still effective, and because of this, they completely overlook it as a promotional vehicle.

Don't make that mistake! Ezine advertising is still highly effective. In fact, because ezine publishers today are much more conscious of the content and recommendations that they send out to their list, it is actually even more effective than it ever was.

Reputation is everything, and although it took some time for many ezine publishers to realize this, they now realize it and take extra steps to protect their reputation. They know that every recommendation that they make, and every word that they publish in their ezines, directly impacts their reputation with their ezine subscribers, and hence their bottom line.

This is great news for anyone who needs to advertise in an ezine. You can be sure that the ezine publisher will wholeheartedly recommend your product – because they feel that it is beneficial to their readers. You can also be reasonably sure that your product or service is being advertised in quality publications – because this has a direct impact on your own reputation as well.

So, in this day and age where Internet Marketing circles are so tight, and everyone joint ventures, how can you get an ezine publisher to publish your advertisement or make a recommendation for you?

## Don't Put the Cart before the Horse!

Some ezine publishers still are not careful about what they publish, and advertising with the wrong one can damage your reputation, so it's important to separate the good publishers from the bad. Start by finding those higher-quality ezines, and take the time to read them. You can find many directories of ezines, but the most popular is the Directory of Ezines, located at <http://www.directoryofezines.com/>.

The first thing that should matter to you is the content. You can come back to other things later – right now, content is the most important thing. Is it original? Is it well written? Does the publisher build a rapport with their readers? These issues matter a great deal. Also, take note of the number of advertisements that are already in the

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ezone. Is there an overabundance of them? If so, it probably isn't worth advertising in that ezine.

When you find quality ezines, the next thing you want to look at is the number of their subscribers. The number does not need to be in the hundreds of thousands for your ezine ad to be effective. While higher numbers are always preferred, they are not always necessary if the ezine is of high quality, with a good publisher.

Next, look at the cost of advertising. This is usually stated in the better ezine directories. Does the cost coincide with the number of subscribers? How much will you be paying, per subscriber, for your ad to run just once? The cost of advertising in an ezine can vary greatly, and you have to determine whether or not the advertising cost for each ezine in which you would like to advertise fits into your budget.

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**Offering new-style ezine marketers a percentage of sales from your ads is often more beneficial to you, as the advertiser. You are essentially paying for performance, which saves money in a sense. And, because the marketers have incentive to promote your product, you will most likely make more sales.**

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Once you've done your research, you can contact the ezine publisher. You may be able to work out a deal for long-term advertising, but it's not necessarily a good idea to do this right away, particularly if you are trying out a new ad campaign. Purchase just one ad, in one issue, and see how it does first.

## The "New-Style" Ezines

You may have noticed in the past couple of years that not that many "traditional"-style ezines are still being published. These days, savvy Internet marketers write letters to their subscribers more than they publish actual newsletters.

These letters typically cover one very focused topic within their niche, and usually contain some form of recommendation for one, and only one, product or service. It is not called an advertisement, a classified ad, or a sponsored ad – it is called a "recommendation." These "new-style" ezine publishers have built up a strong rapport with their subscribers, and their subscribers take those recommendations seriously.

This new style of ezine may be preferable to traditional ezines. There is a reason why these savvy marketers have changed their publishing style – this new style works better! So, how do you get one of these savvy marketers to recommend your product?

You joint venture with them, so to speak. Unlike with a traditional ezine, you would not have to pay an advertising fee. Instead, you contact the marketers and offer them a percentage of the sales that are made from their recommendation of your product.

The marketers will need an affiliate link for this in most cases, but this is easy to arrange. You can set them up with an affiliate link by using a service called The Ultimate Marketing Center, at <http://www.ultimatemarketingcenter.com>. It costs about \$20 a month for an account here, but it is extremely full featured and includes an affiliate management program. This program enables you to allow the marketers to sign up for your affiliate program, and to give them special affiliate links.

Offering a percentage of sales made is often more beneficial to you, as the advertiser. You are essentially paying for performance, as opposed to paying for potential performance that may or may not come to pass. In a sense, you save money doing it this way, and because the marketers have incentive to promote your product, you will most likely make more sales.

Note that setting up a joint venture deal of this type is not the same as getting an affiliate to promote for you. Joint venture partners – those who will really pull in the sales for you – expect higher percentages than regular affiliates. Be prepared to offer between 50% and 60% of the total sale to the marketer.

You can also attempt to work out a similar deal with those ezine publishers who still use the old style of publishing. Contact them and let them know about your product or service. Tell them that you feel that their readers would benefit, and ask them to sign up for an affiliate link. You can negotiate the percentage with them. The larger their subscriber base is, and the better their publication converts, the higher the percentage you should offer.

## Working with Today's Ezines

It's important to remember that most ezine publishers these days do not earn their money from advertisements in their ezines. They earn their money from different sources, and advertising revenue only supplement that income. Those who write those recommendation letters, however, make the largest portion of their income from this activity.

There is no way to know how well the ezines that you choose to advertise in will do, until you actually run the ad. However, you can look at past issues and contact past advertisers to ask them how they fared. Some advertisers will tell you, others won't – but it can provide greater assurances as to the effectiveness of a specific ezine.

Some traditional-style ezine publishers now publish HTML newsletters, as opposed to textual newsletters. If you intend to place an ad in a newsletter that uses HTML, you may need to provide the "creatives" to the publisher for your ad. This may include nothing more than a textual ad, which the ezine publisher will convert to HTML code, or it may include a small graphic. You will need to discuss what is needed with the publisher.

Again, do not assume that you have to publish your ad in the ezines that have hundreds of thousands of subscribers in order for ezine advertising to be effective for you. Circulation size does not matter as much as the relationship between the publisher and the readers. It's worth taking the time to determine the strength of that relationship. The stronger that relationship is, the better the ad or recommendation for your product will do.

Because ezine publishers are so conscious of what they publish these days, a simple advertisement may not suffice. Talk with the publisher to find out what they think will work best in their publication. Remember that they know their audience much better than you do. Ask for advice, and when they offer it, pay attention!

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**Circulation size does not matter with ezines as much as the relationship between the publisher and the readers. The stronger that relationship is, the better the ad or recommendation for your product will do.**

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With a little time and a little effort, you will find the most effective publications for your advertisement. Once you do, you can work closely with those ezine publishers, and run your ad over and over again.

However, with publishers who write recommendation letters, this is not necessarily the case. They won't want to write the same letter, recommending the same product, time and time again, because they know their readers would get tired of reading the same thing, and that can negatively impact their relationship with their readers.

What this means to you is that while the recommendation-style ezines will get you more sales when those recommendations are sent out, you also need to rely on traditional-style publications – even though they get you fewer sales each time your ad runs. You also need to be on the lookout for new ezines in which to advertise, as new publishers emerge all the time and attract new readers.

Ezine advertising is indeed effective, provided you take the time to find the publications that will be the most profitable for you and your product or service. Keep working at it, and you will enjoy reaping those rewards for a long time to come.

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**With ezine publishers these days, a simple advertisement may not suffice. Talk with the publisher to find out what they think will work best in their publication. Remember that they know their audience much better than you do. Ask for advice, and when they offer it, pay attention!**

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### **About the Author**

Kathy Jackson is a Texas Rancher and freelance writer. She is also a contributing author for several farm and ranch publications. Internet marketing is one of Kathy's burning interests and she is just "tickled pink" to write for AC Magazine and Anik Singal, her marketing hero. On the Affiliate Classroom Blog (<http://blog.affiliateclassroom.com/>), you will find several articles by Kathy on various aspects of affiliate marketing.

## Say Hello to the Goodbye Page

by Debra Rabin, [LinkValu Network](#)  
<http://www.linkvalu.com/>



As an industrious merchant, I'm constantly looking for quality locations to place my links, and forward-thinking affiliates and smart merchants can make this easier for me if they start thinking like I do: "How can I monetize my site without ticking off my viewers?" After all, running lots of ads that don't relate to your audience will succeed in driving traffic away from your site, not towards it.

A smart merchant looks at offers that will naturally be of interest to their audience and finds an unobtrusive way to place those offers into their site. That's where the "Good Bye" (or Thank You) page comes in.

If your website or co-registration pages have a last page, you have a natural place in which to monetize an offer. Your viewers have already completed your forms, monetizing your traffic, but with the Good Bye page offer you add one last opportunity to make some cash before they click off.

The psychology of an enticing creative and related offer showing up on your Good Bye page is simple. If your viewer has already indicated interest in your website and earlier offers, showing them one last attractive offer on the way out the door can lead to conversions, like that candy bar you picked up the last time you were in line buying groceries.

So before you show your valued viewers the door, be sure to add a Good Bye page offer. I have a few you should look at!

### About the Author

Debra Rabin heads Business Development for the [LinkValu Affiliate Network](#). She is responsible for finding, signing up, and retaining affiliate and publisher partners to distribute the LinkValu.com advertiser offers on a performance basis. Debra also writes on topics pertaining to insurance, affiliate marketing, and current timely articles and has been published by Affiliate Classroom, PR Leap, and PR Web. She can be reached at [drabin@linkvalu.com](mailto:drabin@linkvalu.com) or by phone at (949) 600-7912.

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### Goodbye Page Tips

**Make sure offers are relevant.**

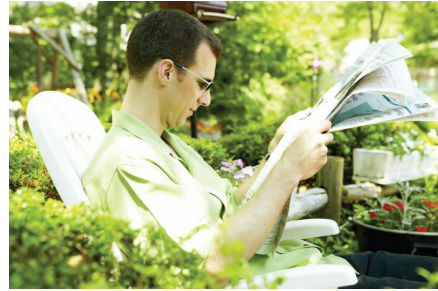
**Feature enticing creative.**

**Capitalize on "impulse buying."**

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## Forgotten Traffic Tactic: Classified Ads

by Gracie Browning



For many years now, you may have heard that online classified advertising does not work, and that it is nothing more than a waste of time, and an invitation for spam. At one time, this was true. But changes in the world of online classified advertising over the past few years have made online classified ads a better deal for your money.

Back in the day, you could submit classified ads for free. The problem was that the only people checking out those classified ad sites were either other advertisers, or spammers. Nobody was actually reading the ads. While many online classified sites today are not effective, and do invite spam, one site stands out among the crowd.

### Craig's List

Craig's List, located at <http://www.craigslist.com>, was founded in 1995, but it was not originally a classified ads site. It started as a mailing list intended to notify its members of events in the San Francisco Bay area that was of interest to software developers. It eventually evolved into a forum in which people who sought qualified programmers and developers actively participated. From there it grew, and moved from being a mailing list to a website.

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**Craig's List covers numerous categories in 450 cities nationwide. With over 5 billion page views per month, it ranks #34 among the most-visited websites in the world.**

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Today, Craig's List is a full-fledged classified ads site, covering numerous categories in 450 cities nationwide. The site gets over **5 billion** page views each month. That astounding number makes Craig's List #34 in the list of the most visited websites worldwide. It holds the #9 spot among U.S. websites, and is considered to be the leading classified ads site on the Internet.

The only drawback to Craig's List is that it does require localization – each city covered by Craig's List has its own unique set of listings. As you well know, the Internet, and Internet business in particular, is not “localized” – it is worldwide, without boundaries. Therefore, many people don't take the time to place ads on Craig's List. This is a mistake!

### Placing Ads on Craig's List

You can place an ad on Craig's List for one location. However, to cover multiple locations covered by Craig's List, you must place an ad in every location – and each ad must be different

from the others that you have placed. You can place these ads for free – unless you are placing an ad in the jobs category – but there is the cost of time to consider.

So, how can you get it done? First, make sure that you register with Craig's List so that you don't have to wait for your ads to be approved before they are published. Registration is free.

Next, determine in which locations and categories you want your ad to be published. Naturally, you will want to choose the largest cities, but don't overlook the smaller cities! You never know when a small market will produce large-market sales results.

Ads in Craig's List run for a period of 45 days. Keep track of the categories and locations in which you have already published, and do some simple math. If you publish 10 ads per day, in 10 new cities, for one category – or for each category – you will cover all 450 locations in that 45-day period.

At the end of the 45 days, start all over again, placing new ads in the same order in which you placed them on the first go-around. Placing this number of ads, if they are already written, should take less than an hour. Writing 450 different ads in the beginning, however, will be the most time-consuming task. Note, however, that once an ad expires, you can rerun that same ad, just as it appeared before – so you have to write 450 ads only once.

Another option is to pay someone else to write the ads. Make sure that they are covering 10 cities for each of your categories per day, and pay them either by the hour, or by the number of ads placed. You can find people who are willing to do this type of work, for a very small amount of money, through sites such as Rent-A-Coder at <http://www.rentacoder.com>.

Note that with Craig's List, you will not be bombarded with spam, because Craig's List enables your email address to stay hidden.

## **Other Classified Ad Sites**

While Craig's List is the most popular, it isn't the only online classified ad site that you should consider; many others are also effective. The trick is to find specialized classified ad sites, as opposed to sites like Craig's List that cover a multitude of categories. Placing your ad on a specialized classified ad site will give you a much better response, and a great deal less spam. While some of the people who use the sites are placing ads, many others are looking for products and services specific to that niche.

Online, you will find a deluge of free online classified sites. While "free" works at a well-trafficked site like Craig's List, it doesn't necessarily work on other classified ad sites. Given the option, you will likely find that you are better off paying to have your classified ad placed.

When you pay for a classified ad listing online, your ad will appear above the other ads in the category or categories that you have chosen. This gives you an advantage. You can

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**The online ad should get attention and bring the reader to a different place, where your words are not limited, to make the sale. Attempting to make the sale with the ad itself is a sure way to fail with classified advertising.**

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ensure further that your ad is noticed with the use of special effects that make your ad stand out.

### The eBay Option

One thing that few people consider when they think of classified advertising is eBay, at <http://www.ebay.com>. Due to features such as "buy it now," eBay can act as an online classified site. And it is an extremely popular classified ad site, with millions of visitors daily.

Think of this – if you are willing to purchase online classified advertising, why wouldn't you consider listing your product at eBay as well, as long as it adheres to their rules? It actually costs less to place a listing at eBay than it does at an online classified site! Also, if your product is digital, be aware that while eBay has restrictions with regard to digital products, they are indeed allowed.

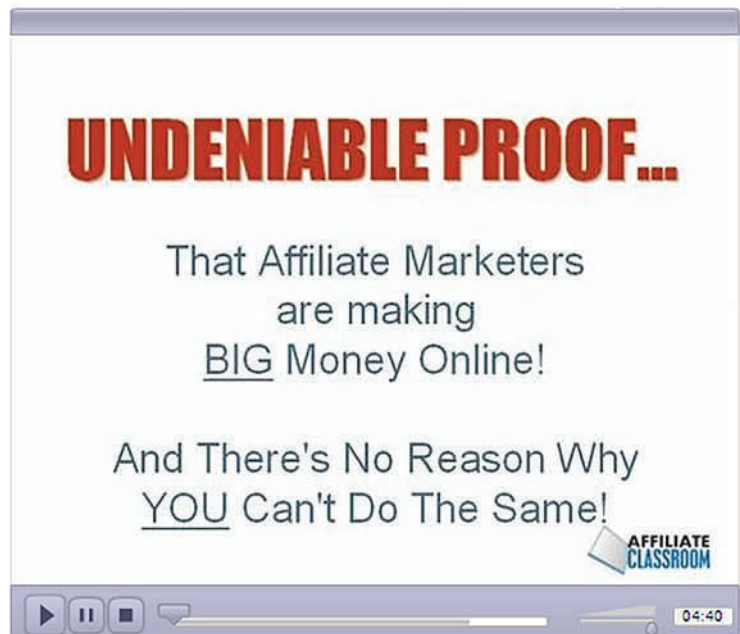
So, while Craig's List should be at the top of your online classified list, eBay should be second, followed by specialized classified ad sites that relate to your product or service. A site does not have to refer to itself as a classified site to actually operate and act as a classified site; eBay is a prime example of this.

You may want to test classified ad sites to see how effective they are. You can easily do this by setting up a "junk" email address, such as a Yahoo, Hotmail, or Gmail address. Use that address when posting to classified ad sites.

### Joining an Ad Club

Also note that there are now numerous classified ad clubs online. These clubs will give you the location of thousands of online classified ad

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sites, and may even make it easier for you to place your ad with automated tools. Beware, however, that quality classified ad sites tend to reject automated listings, and may even ban those who attempt it.

Some of these sites, however, work with the classified ad sites, getting prime ad space for their members, at no additional cost. Before joining one of these clubs, read all of the information to see what is offered, and try to locate other members of the club to ask them how it is working out for them, if possible.

### **Tips for Ad Placement**

First, avoid making a common mistake. Make sure that the categories that you choose for the product or service that you are advertising is appropriate. Listing your ebook about dogs in the cat category may make it stand out, but it will stand out to the wrong crowd of people.

Also, make sure that you use correct spelling. It may be cheaper to abbreviate some words, but if readers don't know what those abbreviations stand for, it won't be cost-effective. Don't skimp. Write your ad the best way you can, preferably without abbreviations, using the space that you are allowed.

Information in your classified ad should include an outstanding, attention-grabbing headline, a brief description, and either a way to contact you or a website address where more information can be obtained. You don't have to use the online ad to make the sale. Use the online ad only to get attention and bring the reader to a different place, where your words are not limited, to make the sale. Attempting to make the sale with the ad itself is a sure way to fail with classified advertising. Just generate enough interest to bring the readers where you want them to go.

One thing to remember is that when people look at classified advertisements – online or offline – more times than not, it is because they are ready to spend money. Because your classified ad has the potential to reach thousands of people very quickly, this “forgotten” traffic tactic should not be ignored.

### **About the Author**

**Gracie Browning is an Affiliate Classroom staff writer and student who lives in Texas, like her close friend and fellow AC Magazine contributor, Texas rancher Kathy Jackson. But Gracie is a dedicated city girl. She is also a working affiliate marketer, a children's librarian, and a freelance education writer. You'll find some of Gracie's articles on the Affiliate Classroom blog.**

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