

Joe Sansoucie and Rex Harris present...

The Insiders Guide To

Ad Exchanges!

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Ad Exchanges are a phenomenal wealth of traffic. Their *ease of use* and versatility makes them a resource that EVERY Internet marketer should be using daily.

While most are similar, they all have their own unique traits. Many of the top exchanges are traffic generating powerhouses. When used correctly, you can count on consistent results! The **Insiders Guide to Ad Exchanges** has been put together to show you:

- *How to generate large volumes of traffic with minimal work*
- *How to take full advantage of any ad exchange online*
- *Which methods of advertising work the best*
- *Which Ad Exchanges WE BELIEVE are the VERY Best*
- *How to use promo codes...*

Plus, we're even going to show you how to get FREE solo blasts on 750 ad exchanges as well as how to get 750,000 banner impressions on those same exchanges without spending a penny to do so!

But first, let's explore the basics of ad exchange marketing...

If you've read any of our reports, you know that our focus is on list building. In fact, we teach all of our students that **the first priority of ANY Internet marketer should be to "Build Your List!"**

The concept is simple... advertise a free incentive to your traffic resources in trade for their decision to opt-in to your list. Then, advertise and market your products, services and opportunities to your list. This is THE KEY to success as in Internet marketer.

You've probably heard it said that " the money is

in your list .” This is the GOSPEL TRUTH of Internet marketing!

Now that you know that, let's take a look at the BEST methods of advertising available in most ad exchanges. While there are usually a dozen or more ways to advertise on any given ad exchange, we are going to focus on...

- Log In Advertising
- Text Ads
- HTML Ads
- Banners Ads
- ... and SOLO Ads!

LOG IN ADVERTISING:

If you've never used a log in ad, you are missing out! If you think about the number of people logging in and out of an ad exchange, everyday, you will quickly see the potential power of log in ads. Even on an exchange with 2000 members or less, you can count on a HUGE number of people viewing your ad when they log in.

The problem with most log in ads is that they are created to SELL the WRONG thing.

I've seen people use sales letters, banners, text ads and just about everything out there they SHOULDN'T be using as log in ads, and very few people using the correct advertising format.

When you are running a log in ad, you are jumping feet first into a swift moving current. You also have to consider the fact that when people are logging in to a resource, they are on a mission to advertise (just like you) and most people see log in ads as a nuisance that's standing between them and their destination.

Therefore, it's imperative that your log in ad has **SERIOUS STOPPING POWER!**

A reasonable sized log in ad *offering a **KILLER free incentive gives you the stopping power you need to convert your ad into traffic.*** If you want the log in traffic to convert to sales and sign ups then your incentive better offer your potential clients, customers and prospects **something they can use to further THEIR agenda first.**

Remember... *"Internet marketing is the art and science of empowering, communicating and building a relationship with someone based on THEIR WANTS and NEEDS, not mine or yours."* A quality incentive does just that!

A log in ad should be a graphical image in the size of 600 X 300... as pictured below:

If you want to get great results with your log in ads, you will want to use an image just like this. In my professional opinion (based on time tested results) ...

ANYTHING ELSE IS ABSOLUTELY WRONG AND A WASTE OF CREDITS AND MONEY!

Your log in ad should advertise your free incentive, and **your FREE INCENTIVE ONLY!** The ad should link to either a splash page or a lead capture page as it is our first priority to generate the opt-in before we do anything else.

The best free incentives are informational and should be of INCREDIBLE value. When people see what you are giving away, they should be asking themselves **"wow, why are they just giving that away?"** A high quality incentive (something you could easily charge money for) that delivers on its' promise will **build trust with your subscribers** and keep them subscribed.

When people feel that they've received an incredible value from you, the information you have provided has helped them answer a question or solve a problem and a relationship is formed, then when you ask them to spend money they will do so willingly and with enthusiasm! If you are giving away something that's as good as what they've already received, then their mindset will be **"what they are selling must be OUT OF THIS WORLD!"**

So, keep this in mind the next time you decide to run a log in ad and you will see a significant increase in overall results!

Remember, when creating your ads, you want them to POP! Use bright colors that CONTRAST (not blend), and offer a KILLER incentive... something people ARE NOT going to be able to say NO to... like this:

Show me an Internet marketer who doesn't want 750 solo ads and 750,000

banner ads for free. This incentive offers INSANE value and "GIVES BIG", kind of like Oprah!

Text Ads:

On the right ad exchange, Text Ads are a traffic generating monster that most marketers overlook. Not all exchanges are created equal when it comes to text advertising, but there are a couple, we're going to share here, that absolutely rock!

Before we share these exchanges with you, keep the following in mind...

- Just like our log in ad, outlined above, *your text ads should point to our splash or capture page.*
- They should **advertise our incentive**. Tell me a text ad that says "750 Solo Ads FREE" won't turn a lot of heads!

Our **top 2 picks for text ads**, at this time are...

1.) [AdzQuik](#) – This ad exchange is a traffic generating machine. Just about everything we have tested on this site works incredibly well. You will most certainly want to upgrade here. Text ads, Log In ads and HTML ads, in this system, work great! Their solo ads aren't bad either.

2.) [Trucker Traffic](#) – This is another ad exchange that delivers. It's still growing, but people are using it and clicking, which means a whole lot of traffic for you! The real key to success with Text Ads is consistency. Make sure that you log in and post everyday. With the two resources, outlined above, this only takes a few minutes to complete, you get generous bonus credits for posting as well as a hit counter!

HTML Ads:

HTML ads, on the ad exchanges, are like a combination of text advertising and log in ads. You can use your log in image ads as an HTML ad for high traffic numbers. Of course, if your incentive kicks a\$\$, then your results will be solid.

Again, our top two picks for HTML ads are [AdzQuik](#) and [Trucker Traffic](#). This does not mean that other sites won't produce great numbers as well. Do yourself a favor, though, and test the text ad and HTML ad numbers before you upgrade. If there isn't a hit counter on the exchange you are considering, make sure to use a tracking link.

Banner Ads: I don't care who says what about banner advertising, if done correctly, it works incredibly well. The key here, once again, is your incentive and the design of your banner.

Animated banners are best, but even a simple static banner will do the trick.

Again, point your banners at either your splash page or your capture page.

As far as top picks goes for banners, anywhere you can find a place to post a banner is good place to post, in most cases. Some exchanges produce better than others, but overall, if you have the credits to spend, and have a good banner, it's usually worth testing out to see if you get any clicks. As long as you are getting clicks, even if it's small numbers, keep going because, on most sites, your not going to get a huge number of clicks. If you are getting zero, save your credits for text, HTML or solo ads.

Always use a 468 X 60 banner wherever you can. If you have the option to use a 125 X 125, use those as well. Here are a couple of examples of simple static banners...

As you can see, our banners here have NOTHING to do with a business opportunity, product or service. They are simply advertising our FREE incentive for the purpose of building our mailing list.

Solo Ads:

Solo ads are the ULTIMATE in marketing online, in my opinion. When you can deliver an email to a contact address then there's not much better you can do. Unfortunately, many solo campaigns fail because they are created to sell a product, service or opportunity, and not an incentive.

The key to effective solo advertising is your marketing system. Your marketing system is made up of five key components...

- The subject line of your sales letter
- The sales letter itself (ad copy, ad body)
- The splash page
- The capture page
- The auto responder

Advertising via e-mail isn't really any different than the ads we've already discussed. The main difference is just format. Regardless of the format, it's not what we say that will make or break us, it's WHAT WE OFFER that is going to determine our success.

In keeping with the theme of this report, let's take a look at a quick sales letter that we could use for solo advertising or even to a safe list.

Subject: 750 Solo Ads for Free NAME, Here's The Code!

Body:

Hi NAME,

As an Internet marketer, I'm sure you now how important it is do advertise as much as possible. Unfortunately, the volume required for success online can be quite expensive. To help you overcome some of the cost of advertising (and convert some of those advertising dollars into profit) we have decided to share something with you that most marketers know nothing about.

When you visit us online today, we are going to provide you with with a list of access codes that you can plug in to hundreds of ad exchanges which will unlock a treasure chest full of free solo ads. It even unlocks more than 750,000 banner ads!

For immediate access, click the link below and follow the instructions on our web site. This is 100% free advertising, no purchase required... enjoy!

LINK HERE

As you can see, it doesn't require a lot of hype or long winded content to generate enough excitement to generate a click on our link. It is the ONLY job of our sales letter, in fact... to generate a click on that link.

By far, our favorite place for solo ads is SuperbTextAdvertising.com! Simply put, you get great response because your links receive large volumes of clicks due to the generous amount of credits distributed for each click! You can sign up for Superb Text Advertising by clicking here.

Advertising a free incentive, regardless of the advertising format, is the absolute key to success online!

750 Solo Ads and 750,000 Banner Impressions, FREE!

One of the best kept secrets of the ad exchanges is promo codes. Promo codes unlock a some of the best free advertising, online, without having to pay for an upgrade. That being said, ad exchanges are also a great way to put a real nice chunk of affiliate cash in your bank account, so once you've tested it's traffic generating power, and they pay 50% or more in commissions, then it's time to consider and upgrade.

You will usually find a place to add a promo code in the advertising section of the exchanges. The following image shows you to look for:

Some exchanges will have a menu selection that says "set up advertising." Either way, this is where you will paste the promo code for the exchange where you are going to place ads. Now that you know where to find the promo code boxes, all you need is the promo codes, which you will get by [clicking here](#) to create your free account.

Once you have created your free account, you will have access to all of the promo codes and sites needed to send 750 solo ads to tens of thousands of ad exchange members! These promo code will also activate the banner impressions as well.

We HIGHLY recommend spending the few bucks necessary to get a gold account at [Advertising Blowout](#) which gives you access to even more free advertising as well as referral commissions.

Now, if you want to really take this thing to the top, you can [click here](#) to get the **Insiders Guide to Ad Exchanges branded exclusively for you!** This will not only give you an awesome incentive to give away, it will also help you earn affiliate commissions through the ad exchanges featured in this report!

Once your campaign has been created, your marketing system is set up, and you are ready to start driving traffic, check out Traffic Surge for direct traffic from more than 250 of the top ad exchanges, traffic exchanges and safe lists online today!

We hope you have found the information in our report useful! Don't forget to join us for live training, free of charge, every Tuesday and Thursday at 8 p.m. EST. All you have to do is join Traffic Surge, free of charge, for access and information.

Best of success and God Bless!

Joe Sansoucie and Rex Harris

[TrafficSurge.biz](#)

Here are a couple more hard hitting TAE's!

[Solo Ad Profits](#) – We're getting HUGE results with this. Their First Alert ad campaign is producing anywhere from 7 to 10,000 hits each time we use it. Join here!

[Web Traffic Solos](#) – An up and coming system that is worth your attention and effort! Join here!