





**\*\*\*\*\*Want to See Your Ad in This Ezine?\*\*\*\*\***

If you still haven't taken the demographic survey you still can. You'll be entered to win a FR.E ad in this ezine- Drawing held every two weeks.Go to <http://www.advancedsurvey.com/> and type 8244 into the "take a survey" box on the right hand side.

Today's contest winner for a free ad in this ezine is Samantha Spalding. Send me your ad and I'll get it in the next issue. For your chance to win an ad scroll to the bottom and find the link to our survey. Once you fill it out you'll be given the chance to enter.

**\*\*Please Take the Time To Do This\*\***

Due to the filtering problem and a large number of subscribers not receiving the ezine I am asking you to "whitelist" this ezines email address to your address book at this time, to ensure future delivery. The email address to add is: [mcprolist@mcpromotions.com](mailto:mcprolist@mcpromotions.com)

Thanks again for joining me.

Warmest Regards,

Merle

<http://www.MCPromotions.com/>  
<http://www.EzineAdAuction.com/>  
<http://www.MerlesWorld.com/>  
<http://WebSiteTrafficPlan.com>

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**«»§«»¥«»§ Discussion Question of The Week §«»¥«»§**

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**The question of the week....on the discussion board is...**

*"Anyone promoting a site online to only a local market?  
If so what marketing methods are you using and how well  
are they working?"*

To POST your comments hop over to the board at..  
<http://www.mcpromotions.com/webbbs/config.pl>

I look forward to reading your comments.



Where's Jeeves? Ask.com unveils new look  
<http://tinyurl.com/f2gzl>

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Google's Web Page Creator Crashes on Takeoff  
<http://www.publish.com/article2/0,1895,1930617,00.asp>

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Miva Offers All-In-One Account Tracker  
<http://tinyurl.com/h9ep7>

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'Do Not E-Mail' Registries Percolate In Five States  
<http://tinyurl.com/kjszj>

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**2.FEATURE ARTICLE-**  
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**"The New Kid in Town": MSN AdCenter**

**By Merle:** <http://MCPromotionsPress.com>

If you use Google Adwords or Yahoo Search Marketing (formerly known as Overture) for your pay per click advertising, you'll want to "listen up". There's a new competitor on the scene "MSN Ad Center". Microsoft's pay per click program is called "MSN Keywords" which is the first of several advertising options they have planned.

At the time of this writing the only way to participate in this "pilot program" is by invitation only. Rumor has it they should be going public with the launch towards the middle of this year. If you'd like to be considered for participation you can sign up at ...  
<http://advertising.msn.com/searchadv/PilotForm.asp>

If you're already a client you can log into your account at <http://adcenter.msn.com>

The program, which is very similar to Google Adwords allows you to bid on keywords associated with your online business and your ads will be displayed on MSN's search results pages reaching a potential audience of 49 million people every month.

Once approved for the program you'll need to create your own "ad center" account. The sign up fee of \$5.00 will be charged to your credit card at that time.

The next step is to select the keywords you want your ads to appear for and how much you want to bid for each. The minimum bid is five cents. You're only charged for actual clicks on your ads not for their display. There is no minimum monthly budget. You'll also find a keyword research tool under the research tab to brainstorm new keywords or check on keyword performance.

If you already use "Google Adwords" or "Yahoo Search Marketing" you can easily import your existing ads and keyword lists. If you need assistance you can use what's called "Quick Launch" where a marketing analyst will assist you with your account setup. During beta there is no charge for this assistance.

One of the nicest feature of MSN's pay per click program is the "advanced targeting". You can select the target markets you want to reach (male, female, by age). You also can select locations, specific countries/ regions, even select cities where you want your ads to appear. How about choosing the days of the week you want your ads to run, right down to the time? Yes, you can do it all right here. This is possible due to MSN's use of "audience data" to better target your ads to the audience who would be most interested in your offer. They call this "Audience Intelligence" which allows you to make smarter decisions when it comes to your online marketing campaigns.

You can also track conversions with their free conversion tracking.

Setting up your text ads is simple following their guidelines. You have four lines to work with:

Title Line (25 characters max, incl. spaces)  
2nd & 3rd Line (70 characters max, incl. spaces)  
4th Line (this is for your url, 35 characters)  
For more specific style guidelines see <http://tinyurl.com/cevu4> . For content guidelines see <http://tinyurl.com/7ue53>



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### 3 .NET HOT SPOTS

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#### **Superbowl Ads**

You only watch the Super Bowl for the ads right?  
Of course you do. Now even if you missed the game  
you'll be able to watch them all right here. I  
hate football but the ads are really good.

<http://www.ifilm.com/superbowl>

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#### **BlogCharm**

Still in beta, you'll get paid to Blog. It works by  
splitting all advertising inventory and sponsorships.  
"On member blogs the top thinbar will contain text  
ads here members will share 50% of the inventory and  
revenues generated from them. This will be a  
mixture of paid ads where members get paid each  
time their blog is seen and not just when somebody  
clicks on an advertisement which works much  
differently than programs like AdSense."

<http://www.blogcharm.com/>

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#### **Gmail for Your Domain**

"A special beta test lets you give Gmail, Google's  
webmail service, to every user at your domain. Gmail  
for your domain is hosted by Google, so there's no  
hardware or software for you to install or  
maintain."- Limited beta for organizations only.  
You can apply at.

<https://www.google.com/hosted/Home>



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## 4. SITES TO HELP

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### Feedtier

"FeedTier is a web feeds generator for web pages without an existing syndication format. FeedTier performs content analysis, picks-up the most prominent cluster of hyperlinks and automatically generates RSS web feeds from web pages without existing syndication." Free for personal use.

<http://feedtier.somee.com/>

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### Ebay Radio

If you're into all things Ebay you won't want to miss this radio show that's you guessed it, all about Ebay.

<http://tinyurl.com/957dz>

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**SPONSOR MESSAGE**

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### Hyper Shopping cart

The Revolutionary eCommerce Suite is unlike anything you have ever seen before. Isn't It About Time You Had Access To One Superior Product That Was Designed To Automate Nearly All Of Your Daily Marketing Tasks Including Ecommerce, Shopping Cart, Lead Generation, Autoresponders, And Email marketing At The Touch Of A Button?

<http://tinyurl.com/j28zp>

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## QUICK TIP

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### Local Advertising

There are a lot of people looking for local businesses online. To insure that your website will come up when someone is searching in your neighborhood make sure to include your full address along with zip code so they can find you.

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## 5. SITE PROMOTION SOFTWARE AND MORE

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### Ezine Builder

A cool new tool offered up by IdeaMarketers.com. Build your ezine complete with syndicated articles. Just fill in the blanks and push the button and out comes your newsletter.

<http://www.ezinebuilder.com>

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### Vidsense

Want to add video to your website and get paid for it? They match the content streamed with the content of your site, for example a comedy site would show comedy clips. A new clip is shown daily.

<http://www.vidsense.com>

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### Your Very Own Shopping Cart & More!

Until recently to really make big bucks online and get the most out of your business, you would have to pay high monthly fees for online tools, such as auto-responders, affiliate tracking, email marketing etc.

However thanks to this great new web site I found called <http://tinyurl.com/ghrby> monthly fees can now be a headache of the past.

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**SPONSOR MESSAGE**  
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### **Article Submitter**

Posting free articles to the major article repository sites is the fastest and easiest FREE way to make more sales, increase your Google ranking, and push your Alexa rating through the roof. And thanks to Article Submitter, you can grab all of these benefits without breaking a sweat! You can quickly and easily post your free articles to hundreds of the Internet's best article sites.

<http://tinyurl.com/93m6v>

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**6 . EBOOKS AND EZINE RELATED TOPICS**  
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### **SEO Predictions Special Report**

A free report 32 pages in PDF format by Jeff Dedrick. Listen in as a team of search engine optimization experts walk you through what the search engines have in store for you in 2006.

<http://tinyurl.com/ecnad>

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### **Top 10 Email Newsletters Mistakes**

A fr-ee report from MarketingSherpa that features 10 mistakes email publishers make and samples of 24 great newsletters. It's in PDF format and you'll have to give up your email address to download the report.

<http://tinyurl.com/jjj96>



If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant removal. AOL users will need to cut and paste the link into their browsers.

Read Back Issues: <http://MCPromotionsPress.com>

<http://www.MCPromotions.com>

Merle's Cyber Promotions

Send comments to <mailto:Merle@MCPromotions.com>

Tell me what you like, what you don't like, ask me a question or suggest a topic for a future issue.

Would you like your Ad featured in this ezine?

It will be viewed by over 2,900 subscribers.

\*\*Solo Ads Also Available\*\*

For current ad rates:

[mailto:ad\\_rates@mcpromotions.com](mailto:ad_rates@mcpromotions.com)

Grab my ebook "Must Have Marketing Resources"

<http://mcebook.mcpromotions.com>

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I am currently in need of testimonials for this ezine. If you're a subscriber and enjoy it, or have run paid advertising in it and were happy with the results, please let me know. If I choose your comments they will be featured on my website and/or in my advertising. Send to <mailto:testimonials@mcpromotions.com>  
Read them here..

<http://www.mcpromotions.com/ezinearchives/testimonials.htm>

\*\*\*\*\***Win a Free Ad in This Ezine:**\*\*\*\*\*

If you still haven't taken the demographic survey you still can. You'll be entered to win a FREE ad in this ezine- Drawing held every two weeks. Go to <http://www.advancedsurvey.com/> and type 8244 into the "take a survey" box on the right hand side.

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Also, we have a satisfaction survey that I need your comments on go to <http://AdvancedSurvey.com> and in the survey box on the right type this number 10443

