





**\*\*\*\*\*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 C. c. Okoji of <http://www.chidomain.com> 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...

*"Do you have your own Blog? If so share the link and tell us a little bit about what you're doing."*

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

I look forward to reading your comments.



Google Seeks Patent for Targeting Ads on Wi-Fi Hotspots  
<http://www.clickz.com/news/article.php/3593971>

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Targeting Search Ads By Demographics & Behavior  
<http://searchenginewatch.com/searchday/article.php/3593236>

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Yahoo, CBS To Launch '60 Minutes' Site  
<http://tinyurl.com/md92m>

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MSN To Take Blogging Service 'Live'  
<http://tinyurl.com/ok798>

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**2.FEATURE ARTICLE-**  
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**"Yahoo Search Marketing Offers Service for Travel Vendors"**

By Merle <http://MCPromotionsPress.com>

If you promote any kind of travel services online you'll want to pay attention. Yahoo Search Marketing (formerly Overture) has launched a new program called "Travel Submit".

In order to participate you must have a valid travel offer to promote, comply with all applicable laws and regulations, accurately disclose all details of your offer (including times, dates, location, etc.) and have a Yahoo ID in order to manage your account.

So where will your ads be displayed? They'll appear in Yahoo's popular travel research and planning areas which include:

- 1) Yahoo Travel Deals <http://travels.yahoo.com>
- 2) Yahoo Travel Guide <http://tinyurl.com/qc4a>

With the thousands of people who use Yahoo daily you can imagine the amount of possible viewers to your offer. And not just any browser but a "targeted audience" of people actively searching for travel related information.

Targeted traffic makes for a much higher conversion.

Like other pay per click programs you don't pay for impressions only for those who actually click through to your website.

Here's how it works, first you'll need to register and fund your account with a credit card. Then you'll need to create a feed for your offer in each category you want to appear in, then submit them through their web based interface or via FTP.

Some fields are optional, while others are required, such as description, location, price. Descriptions need to be in English and pricing in U.S. dollars. You'll want to fill in as many of the fields as you can in order to improve your position and visibility in Yahoo Travel. Listing order is determined by matching what the consumer has typed into the search box with the specific features in your feed. This is why filling in as many of the feed fields as you can is imperative. It's impossible to buy your way to a higher placement, it's based on what's relevant to the searcher's search criteria.

Cost per click is based on what category you choose to place your offer in. The current rates at the time of this writing were as follows:

<b>Air</b>	<b>.32</b>
<b>Car Rental</b>	<b>.42</b>
<b>Cruises</b>	<b>.57</b>
<b>Destinations/Attractions/Activities</b>	<b>.20</b>
<b>Destinations/Events</b>	<b>.20</b>
<b>Rail, Ground Transport &amp; Ferry</b>	<b>.42</b>
<b>Vacation Packages</b>	<b>.57</b>
<b>Vacation Rentals</b>	<b>.57</b>

Your offers can be quickly and easily updated at any time and you'll have full access to "performance reports". You can even set up email alerts to monitor your campaign's progress.



## PDF Conversion

Free Conversion of your web pages, Word or Excel documents to PDF.

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

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## PayPal Integration Center

"A new resource for web integrators who are working to integrate PayPal into their own site, or on behalf of another business. It is packed with loads of documentation and resources that describe how you integrate PayPal Solutions."

[https://www.paypal.com/IntegrationCenter/ic\\_home.html](https://www.paypal.com/IntegrationCenter/ic_home.html)

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## 4. SITES TO HELP

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## Fedex Kinkos Printer

This is cool. The next time you need something printed and bound nicely you can upload it to Kinkos without leaving your desk chair. Just download their special software and when you're done with your document select "print to Fedex/Kinkos" on your printer option dropdown and away it goes.

<http://tinyurl.com/pxtkg>

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## Primetime Podcast Receiver

"The Primetime Podcast Receiver will sleep silently in the background while you work, until awoken to do its job by your scheduling. It will allow you to manage your podcast subscriptions and schedule automatic scans for new podcasts. You can also perform a manual scan at any time with the click of a button. "

<http://geekswithblogs.net/lance/articles/PPR.aspx>



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## 5. SITE PROMOTION SOFTWARE AND MORE

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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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### **BlinkSale**

Need an easy way to bill your customers? "Blinksale is perfect for anyone who needs to invoice customers and clients for services or products sold." A web based invoicing system that is simple to use. With billing from free for sending up to 3 invoices monthly or choose another plan 6.00 to 29.00 a month depending on the options you select.

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

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### **Blog Software Comparison Chart**

Want to start Blogging but don't know which software or service to use? This handy dandy chart spells out the features of each one in a nice looking table format. Makes it easy to find one you need with the right features.

[http://www.ojr.org/ojr/images/blog\\_software\\_comparison.cfm](http://www.ojr.org/ojr/images/blog_software_comparison.cfm)





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**8.HOW TO SUBSCRIBE UNSUBSCRIBE**  
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If you are not a subscriber and would like to be please send mailto:Subscribe@MCPromotions.com- If you enjoy this ezine and feel that it's helpful I sure would appreciate a small donation. You decide how much and pay with PayPal <http://tinyurl.com/87in> If you'd feel better donating with Amazon with your ccc go to <http://tinyurl.com/yv224>

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>

\*\*\*\*\*W!n a Free Ad in This Ezine:\*\*\*\*\*

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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

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**Interested in Syndicating my articles on your website?**  
<http://tinyurl.com/aohr>

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**Merle  
776 Miner Road  
Cleveland, OH 44143**

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