





house on wheels and we could actually take off for the weekend and take the dogs with us too. I haven't had a vacation in about 8 years so even a campground sounds good to me at this point.

**\*\*\*\*\*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 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.

Today's contest winner for a free ad in this ezine is Mike Smirson. 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**

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...**

*"What do you think of Google's new Checkout?"*

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

I look forward to reading your comments.

- => 1. Marketing News/Resources
- => 2. Feature Article-"Google Brings "Commercials" to the Web with Video Ads"
- => 3. Net H0t Spots!
- => 4. Sites to Help
- => 5. Site Promotion Software & More
- => 6. E-Books / Ezine Resources
- => 7. Other Valuable Ezines
- => 8. Subscribe/Unsubscribe Information

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**SPONSOR MESSAGE**

<\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*><\*>sponsor

**"What Everybody Should Know...**

About How To Have A Successful Internet Company"  
47 Proven Methods, Tips and Techniques to Become  
Wildly Successful in Online Business! Order today!

<http://www.i-cop.org/join/ref.cgi?id=msmerle>

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**1 . MARKETING NEWS**

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eBay Bans Google Checkout  
<http://tinyurl.com/jxw6w>

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Gone From PayPal: Google Checkout, Jordan  
<http://www.internetnews.com/bus-news/article.php/3618631>

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Google Says Bill Could Spark Antitrust Complaints  
<http://tinyurl.com/ecq32>

No Neutral Ground in This Internet Battle

<http://tinyurl.com/plqpg>

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Podcasting Legal Guide- U.S. Only

[http://wiki.creativecommons.org/Podcasting\\_Legal\\_Guide](http://wiki.creativecommons.org/Podcasting_Legal_Guide)

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Google Tests Cost Per Action

<http://www.clickz.com/news/article.php/3615476>

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Research: Internet Users Plagued by 'Banner Blindness'

<http://tinyurl.com/jequo>

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Ebay Launches Their own Blogs

<http://blogs.ebay.com/>

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MarketingSherpa's Top 10 Best Blogs & Best Podcast  
of 2006: Readers' Choice Award Results

<http://tinyurl.com/hfu5m>

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CDT Calls For 'Net Neutrality' Protections

<http://tinyurl.com/zny4b>

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DMA Releases Affiliate and Ad Network Best Practices

<http://tinyurl.com/eno5n>

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MSN Unveils Analytics Site For Search Marketers

<http://tinyurl.com/z8emr>

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E-mail, MySpace Claim Nearly Two-Thirds Of Online Impressions

<http://tinyurl.com/hc8gq>

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Google Creates Government Search Site

<http://www.google.com/ig/usgov>

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Want to work for Google?

<http://tinyurl.com/k479h>

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**2.FEATURE ARTICLE-**  
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**"Google Brings "Commercials" to the Web with Video Ads"**

By Merle <http://MCPromotionsPress.com>

If you're a Google AdSense Publisher or participate in Google's Adwords program, by now you've heard the news that they're now offering "video ads." That's right! Now you have the option of text, image and video ad formats.

These are "moving pictures," just like those you view on your old fashioned television set. Web-based video has definitely risen in popularity recently, most likely due to the fact that more households now have a high speed connection.

Unlike TV commercials where you're forced to watch, Google video ads do not play automatically when a website loads. The viewer must choose to click on the play button in order for the video to begin. The videos are contained in a box and volume, pause and forward controls are available to the user at all times.

Playing the video itself is not considered a clickthru; the user has to click on the video during playback or click on the url that is displayed at the bottom of the video box to actually visit the advertiser's site. So if you would like to watch a video that's displayed on your site, you can without having to worry about being accused of clicking on your own links to inflate your earnings.

Video lengths can vary, but can be no longer than two minutes. If you're worried about them slowing down your website, don't. All video is hosted by Google's server.

If you're an AdSense Publisher and want video ads to appear on your website there are a few things you'll need to do to increase your

odds they'll be displayed. You'll need to opt into image ads and use one of the following size ad formats:

300X250 Med Rectangle  
336X280 Large Rectangle  
250X250 Square

If you don't want video ads to show up on your website, you'll need to opt out of image ads or don't use any of the above ad sizes on your site.

Your AdSense earnings will vary depending on if the videos are CPC (cost per click) or CPM (cost per thousand), which is chosen in advance by the publishers when setting up their campaigns. Publishers displaying "Site Targeted Ads" <http://tinyurl.com/ewmce> are paid on a CPM basis. If the videos are contextually displayed, you'll be paid for actual click thrus to the advertisers' sites.

Google Adwords users may run video ads on Google's "Partner Sites," which are the only places they are displayed at this time. You'll need to set your campaign to show your ads on Google's "Content Sites."

When creating your video, keep in mind the two minute maximum length rule and the format must be AVI, ASF, Quicktime, Windows Media or MPEG.

You'll also have to choose between site targeted or contextually targeted when setting up your campaign. If you choose site targeted you'll actually select the websites where you want your video ads to be displayed. With contextual settings your videos will be matched up with related content sites.

Remember, Google requires that videos be "family safe" and may not contain any of the following:

- \* Any Material for those 18 and over
- \* Mature Themes
  - Crude or Indecent Language
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### 3 .NET HOT SPOTS

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#### **LookSmart Ad Center**

"The LookSmart AdCenter is better than ever! From the new, intuitive interface to the enhanced functionality, every change gives advertisers more control."

<https://www-adcenter.looksmart.com/security/login>

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#### **Hostica**

How about hosting 5 domains for only 5.00 a month. Yep, and from what I hear their service is pretty darn good. If you need more they have other plans to accommodate your needs.

<http://hostica.com/>

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#### **Poodle Predictor**

Ever wonder what the search engines see when they look at your website? Enter your URL to see what your site will look like in search-engine results.

<http://gritechnologies.com/tools/spider.go>

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### 4. SITES TO HELP

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#### **Keyword Tool**

"The Keyword Tool generates potential keywords for your ad campaign and reports their Google statistics, including search performance and seasonal trends"

<https://adwords.google.com/select/KeywordToolExternal>



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**QUICK TIP**  
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**Easy Way to Track Click Thrus**

Want to know an easy way to track click thrus to your site without using tracking software. As long as you have access to your stats or log files you can add this to the end of your links.

`/?=sourceoflink`

Added to a Link it looks like this:

<http://MerlesWorld.com/?source=google>

Just change the source to whatever type of advertising you're doing. You'll find the amount of traffic from these links inside your log files.

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**5. SITE PROMOTION SOFTWARE AND MORE**  
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**Learn How to Increase Your Site Traffic for 7.00**

Over 30 pages of valuable marketing and promotion information in one nice package. Download your copy now at...

[http://www.websitetrafficplan.com/purchase\\_ecourse.htm](http://www.websitetrafficplan.com/purchase_ecourse.htm)

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**Startup Control Panel**

"A nifty control panel applet that allows you to easily configure which programs run when your computer starts. It's simple to use and is very small and won't burden your system."

<http://mlin.net/StartupCPL.shtml>



## Fr-ee Report

7 Steps to Increasing Website Conversion.

<http://www.omniture.com/go/>

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## Pitch Perfect- Fr-e Ebook

"In this new e-book from Wordtracker, writer Neil Davidson tells the story of how Bob Arden's web design agency learns to use keyword data to improve the quality of their work and ultimately win more business." Get it fr-ee.

<http://www.wordtracker.com/pitch-perfect.html>

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## 7 .OTHER VALUABLE EZINES- SWAPS

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If you would like to swap ads send your information to <mailto:swap@mcpromotions.com?subject=swap>

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### "Merle's Mission Ezine"

Merle's Mission is published twice a month and is geared towards webmasters and those who own their own website. Contains software, free e-books, website tips and tools, design resources and much more that will help you build a better website. You'll never be at a loss for content ideas if you subscribe now!

<http://MerlesMission.com>



