

AssociatePrograms.com

Advertising Information

Updated April 22, 2008

OVERVIEW

AssociatePrograms.com is one of the Internet's most trusted and visited websites for affiliate marketing. It's a dynamic community of loyal marketers led by one of the most respected industry figures, Allan Gardyne.

With highly targeted industry exposure, AssociatePrograms.com is a spectacular place to recruit affiliates, promote your products and increase your brand awareness. Get your message to people who are actively searching out information from a trusted information source.

Our advertising rates are simple - no complicated calculations, just flat rates which present excellent value for all advertisers.

We offer powerful and exclusive ad mediums. You can choose one or more options to optimize your advertising needs.

1. **Side Banner Ads** - exclusive, targeted website advertising
2. **Spotlight Ads** - highly visible text ads with priority positioning
3. **Sponsored Directory Listing** – prioritized, highly visual listings
4. **Featured Affiliate Listing** – exposure on main page of directory
5. **Newsletter Ad** - monthly advertising with over 34,000 subscribers

Full details, prices and submission deadlines are detailed below.

IMPORTANT INFORMATION

Here's some important information relating to our advertising:

- We offer limited and exclusive advertising on AssociatePrograms.com, so early bookings are essential in securing your ad spot. Positions are allocated by first in, first served.
- All ads start on the 15th of each month (except Sponsored Directory Listings and Newsletter Ads)
- Sponsored Directory Listings start immediately and run the duration of the ad
- Newsletter Ads are usually booked well in advance. Check our autoresponder classads@AssociatePrograms.com for availability
- All prices are in US Dollars
- All dates are Australian Eastern Daylight Time (AEDT)
- All Payments must be made in advance
- Discounted rates are available for long term bookings in some ad categories
- No gambling, tobacco ads.
No multi-level marketing.
No adware, spyware, or predatory advertising companies.
No adult ads.

QUICK LINKS

Here are the direct links for payment if you already know the ad you wish to purchase. Book your ad right now:

- [Featured Affiliate Listing](#)
- [Sponsored Directory Listing](#) (upgrade via your directory listing. Click the “upgrade listing” link)
- [Side Banner Ad](#)
- [Spotlight Ad](#)
- [Newsletter Ad](#)

SIDE BANNER ADS

Side Banner Ads randomly rotate in the left or right column on every AssociatePrograms.com web page. Only four Side Banner ads are accepted each month, guaranteeing your ad 100% exposure to over 250,000 page impressions. You can use three design variations to maximize your visual impact.

Side Banner Advertising starts on the 15th day of each month and payments must be made in advance. Discounted rates are available for long term bookings.

[Contact us](#) to see which months are currently available.

Rates

\$375 per month
\$990 for 3 months (save 12% per month)
\$1800 for 6 months (save 20% per month)

Discounted rates are available for long term bookings.
Email siteads@AssociatePrograms.com for further details.

Features

- Run of site ads
- Highly targeted traffic
- Loyal and returning visitors
- Over 250,000 page impressions per month
- Ad placement on every page of AssociatePrograms.com

Ad Specifications

Three ad designs are offered with side banner ads. Submitted designs must meet the following criteria:

Formats: Banner and Text Ads
Max Size: 165 x 230 pixels
Max File Size: 25K
Max Length: 200 characters of text (for text ads)
No. of URLs: One URL per ad (for text ads)

No pop-up, pop-under, audio ads or expandable media are allowed. All ads are subject to approval.

SPOTLIGHT ADVERTISING

The screenshot shows the AssociatePrograms.com website. At the top, there is a navigation bar with links for Home, Articles, Affiliate Programs Directory, Knowledge Base, Newsletter, and Affiliate Marketing Forums. Below the navigation bar, there are several sections: 'ADVICE ARTICLES' with sub-sections for Beginners, Intermediate, and Advanced; 'POPULAR ARTICLES' with links to 'Best affiliate programs', 'Are you wasting time blogging?', 'Affiliate Program Tutorial', 'How to boost your AdSense revenue', and 'Affiliate marketing case study using SE'; and a 'RECENT NEWS' section. The main content area features a search bar, a welcome message, and a large advertisement for a course titled '77 Ways To Get Traffic nearly all FREE'. The ad includes a 'STOP' sign graphic, a form to enter an email address, and a 'Subscribe now' button. To the right of the main content, there is a 'SPOTLIGHT' section with several promotional offers, including 'The Super Affiliate Contest', 'PPC 72,500% Faster', '\$50 Yahoo! Credit FREE', and 'Hate Writing Articles?'. At the bottom right of the Spotlight section, there are five stars and the text 'Join our award winning'.

Spotlight ads are highly visible text ads featured in a priority advertising position. Displayed directly below Allan's photo on every page of AssociatePrograms.com, Spotlight ads represent excellent value for money. Only four positions are accepted each month for this exclusive advertising option.

Spotlight Advertising begins on the 15th day of each month and payments must be made in advance. Discounted rates are available for long term bookings.

[Contact us](#) to see which months are currently available.

Rates

\$125 per month

Discounted rates are available for long term bookings.

Email siteads@AssociatePrograms.com for further details.

Features

- Targeted traffic
- Highly visible text ads
- Priority advertising position
- Over 250,000 page impressions per month
- Ad placement on every page of AssociatePrograms.com

Ad Specifications

Format: Text
Title: 25 characters (unlimited link URL length)
Line 1: 28 characters
Line 2: 28 characters
Display URL: 28 characters

SPONSORED DIRECTORY LISTING

The screenshot shows the homepage of Associate Programs.com. The site has a blue header with the logo and navigation tabs for Home, Articles, Affiliate Programs Directory, Knowledge Base, Newsletter, and Affiliate Marketing Forums. On the left, there are sections for 'ADVICE ARTICLES' (Beginners, Intermediate, Advanced) and a 'SITE MENU' with links like 'Advertise opportunities', 'Site search tips', 'About Us', 'Contact Us', 'Privacy policy', 'RSS Feeds/Syndicate', 'Legal Stuff', and 'Site Map'. The main content area features a search bar, a 'My Top 10' list of affiliate programs, and a category listing for 'Art (74 Programs Listed)'. A sponsored listing for 'Cash Doctors' is highlighted with a red border. The listing includes a 'NEED CASH FAST?' graphic, a 'SPONSORED' badge, and a description of their fast, online, Australian payday cash loans. Below the description is a 'View Program Details' link. To the right, there is a 'SPOTLIGHT' section with various offers like 'The Super Affiliate Contest', 'PPC 72,500x Faster', '\$50 Yahoo! Credit FREE', and 'Rate Writing Articles?'. At the bottom right, there is a 'Confessions of a Lazy Super Affiliate' box with a 'Click here now' link and 'Ads by Google' text.

Sponsored Directory Listings offer a new level of optimized advertising within a specific directory. With priority position plus added visual appeal, these are the first listings displayed in each directory.

Ads in this section become effective immediately and run for the ad duration.

Rates

*\$1 upgrade for the first month
\$29.95 per month thereafter.

Features

- Directory-specific traffic
- High impact, visual appeal
- Priority advertising position

FEATURED AFFILIATE LISTINGS

The screenshot displays the homepage of Associate Programs.com. At the top, there is a navigation bar with links for Home, Articles, Affiliate Programs Directory, Knowledge Base, Newsletter, and Affiliate Marketing Forums. Below this, the page is divided into several sections. On the left, there is a sidebar with 'ADVICE ARTICLES' and 'SITE MENU'. The main content area features a search bar, a 'My Top 10' list, and a 'Featured Listings' section highlighted with a red border. This section contains six text-based listings, each with a title and a short description. To the right of the featured listings, there is a 'SPOTLIGHT' section with various promotional offers and a profile for the host, Allan Gardyne.

With maximum exposure on the main page of the affiliate directory - www.AssociatePrograms.com/directory - Featured Affiliate Listings offer exclusive, high-volume advertising. Only six featured listings are available each month, displayed at the top of the Directory home page in text ad format.

Featured Affiliate Listings start on the 15th of each month and payments must be made in advance.

[Contact us](#) to see which months are currently available.

Rates

\$200 per month.

Discounted rates are available for long term bookings.

Email siteads@AssociatePrograms.com for further details.

Features

- Maximum exposure
- Highly visible text ads
- Priority advertising position
- Exclusive advertising opportunity

Ad Specifications

Format: Text
Title: 25 characters (unlimited link URL length)
Line 1: 28 characters
Line 2: 28 characters
Display URL: 28 characters

NEWSLETTER ADVERTISING

Our newsletter has more than 34,000 double opt-in, confirmed subscribers. It's published on the first Thursday of every month (*AEDT) with additional copies published from time to time.

** Please be aware that we are an Australian company, and Thursday (Australian time) is almost a day ahead of Thursday US time.*

The Associate Programs Newsletter is distributed by Dundee.net - a trusted third party which tracks the number of double opt-in subscribers.

The newsletter reviews referral/affiliate programs and teaches successful affiliate marketing. You can see copies archived at:

www.AssociatePrograms.com/categories/Newsletter-Archive

Each newsletter is published online a few moments before it goes out to subscribers.

Here is just one of the unsolicited testimonials we received from advertisers.

Hi Allan and Ros,

I just wanted to let you know you have one of the most responsive ezine lists I've ever used for paid advertising.

I was so happy with the results of the first ad that I did a second ad 2 months later. I had money back within 10 minutes of your ezine going out. That ad pulled in 628% ROI and they are still coming in a week later!

Not only that but the great support and professionalism that you both display is fantastic.

I highly recommend your ezine.

Warm Regards,

Jeremy Gislason

www.SureFireWealth.com

Rates

Top Sponsor:	\$320 USD
Middle Sponsor:	\$180 USD
Bottom Sponsor:	\$110 USD

Please also read the advertising guidelines BEFORE you send any money.

All payments must be made in advance.

Newsletter Ad Specifications

These prices are for up to 8 lines of 65 characters (including spaces).

Please note: The newsletter which is distributed to subscribers is a PLAIN TEXT newsletter, so your ad needs to be plain text, written in Notepad or TextPad.

See the advertising guidelines below for more information.

Newsletter Terms and Guidelines

We ask for payment to be made within 7 days of reserving your ad spot. Your ad spot won't be held for more than 7 days if payment hasn't been received.

- We accept no more than 3 sponsor spots per edition
- No "adult"/gambling/tobacco ads
- No multi-tier marketing ads
- No fancy gimmicks, such as rows of asterisks
- No businesses which use predatory advertising

We reserve the right to reject any ads we consider unsuitable.

We prefer to receive the ad when the booking is made. At the latest, please email your ad by the Monday before publication.


Note: Try to avoid using exclamation marks (!) and words like "free" in your ad copy. It's a sure way to trigger spam filters and increase the chances that people won't see your ad. You can SpamCheck your ads [here](#) free.

PAYMENT PROCESS

We accept all major credit cards and PayPal. All of our payments are processed through PayPal's secure website as it offers the highest level of security.

You don't need a PayPal account to make credit card payments. The process is speedy and simple:

1. **Click the link below to suit your ad type.** This will open our website at the appropriate payment page.
 - [Featured Affiliate Listing](#)
 - Sponsored Directory Listing (upgrade via your directory listing)
 - [Side Banner Ad](#)
 - [Spotlight Ad](#)
 - [Newsletter Ad](#)
2. **Choose your ad option and click the "Buy Now" button.**
This will direct you to PayPal's secure website with details of your payment (as seen below).
3. **Enter your Card, Billing and Contact information.**
Simply fill in all the form details to make a credit card payment and click "Continue".

Billing Information PayPal  Secure Payments

* Required

Subscription To	Terms	Amount
Subscription to AssociatePrograms.com for: ReferrHub	\$48.00 USD for each month	\$48.00 USD

Select Payment Type

Signing up for a PayPal account will be required to complete this purchase.

PayPal Pay Quickly With PayPal. It's free and private: [Learn more](#)

No PayPal account? Use your credit card or bank account (where available).

Country

*Country:

Credit or Debit Card Information

*First Name:

(as it appears on card)

*Last Name:

(as it appears on card)

*Card Type:

Billing Address

*Address Line 1:

Address Line 2:

*Town/City:

*State/Territory:

*Postcode:

4. **E-mail us your ad and contact details.**

Once payment has been made, please be sure to email us your ad details, name, full postal address and phone number.

EXTRA INFORMATION

PayPal:

Further information about PayPal payments and credit card security are available at the PayPal website - www.paypal.com.

Other payment methods:

If you want to pay via a method other than PayPal or credit card, please email us and we'll do our best to make alternative arrangements. Email: siteads@AssociatePrograms.com

Questions:

If you have any questions please email the following contacts:

For website ads, email siteads@AssociatePrograms.com

For newsletter ads, email adverts@AssociatePrograms.com

BOOK YOUR AD NOW

Let's get started. Book your ad now and let us attract more affiliates to your affiliate program. Click one of the following links and book your ad...

- [Featured Affiliate Listing](#)
- [Sponsored Directory Listing](#) (upgrade via your directory listing. Click the "upgrade listing" link)
- [Side Banner Ad](#)
- [Spotlight Ad](#)
- [Newsletter Ad](#)

Regards,

Allan Gardyne,

CEO and founder
AssociatePrograms.com