

# The Insiders Guide To J.V. Advertising!

*(a.k.a. A kick @ss way to get bigger, badder results from your e-mail marketing efforts without having to spend more money!)*

Presented by Rex Harris and Joe Sansoucie – [TrafficSurge.biz](http://TrafficSurge.biz)

Sponsored Ad...



**Solo Ad Profits**

Stop Paying High Prices for Your Solo Ads.

Click Here

The banner features a blue background with a diagonal line pattern. At the top, the text 'Solo Ad Profits' is displayed in a large, bold, sans-serif font. 'Solo' is in white with a grey gradient, 'Ad' is in yellow, and 'Profits' is in orange. Below this, a globe is shown with a white envelope icon and a yellow arrow pointing from the globe to the envelope. To the right of the globe, the text 'Stop Paying High Prices for Your Solo Ads.' is written in a white, bold, sans-serif font with a black outline. In the bottom right corner, there is a blue button with the text 'Click Here' in white.

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... and now,

# The Insiders Guide To J.V. Advertising!

## (J.V. = joint venture)

One of the easiest ways to boost traffic is to team up with another marketer or two and share advertising space. Back in May of 2001 I formed a joint venture with a guy from Macon, Georgia. What started as a simple venture of shared ad space turned into a lucrative business which **generated more than a half a million in advertising sales** over and three and a half year period.

What was our secret? It's so simple that even a caveman can... well, you get the idea.

This report, while short, sweet and to the point offers you insight into **one of the biggest advertising secrets in the world of Internet marketing**. This is one of those cases where two heads, or even three, are much better than one.

*Here's how we did what we did back in the day...*

After meeting through the safe lists, my soon to be business partner and I realized that we were on the dawn of something big when we considered the power of the Internet. Back then, it was all about advertising your business to your ad resources because people weren't as guarded as they are now. In those days, viruses were only an occasional problem... not an everyday, computer crushing threat like they are today. Therefore, people were much more trusting and it was much easier to make money.

**The light bulb really came on, though, when we realized that if we shared advertising space, in our e-mails, that we could easily generate more traffic to our website by doubling our efforts.**

It was the idea of shared advertising space that brought about the creation of tag ads. **Tag ads are small, two to three line classified style ads that are run at the top and the bottom of the main sales letter.** Most safe lists, even today, still allow tag ads, as do a handful of text ad exchanges. Using tag ads you can easily *increase the total traffic volume per ad campaign by 27% or more*. This is especially effective when purchasing solo ads. In short, it helps you get more bang for your buck.

Here's an illustration that shows the set up of a proper e-mail campaign...

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TAG AD HERE: 2 or 3 line classified style ad with a tracking link. Best used for directing traffic to opt-in pages or any resource where you will be adding to a list!  
<http://LINKGOESHERE.com>

\*\*\*\*\*

AD BODY HERE

Hi NAME,

The Ad Body should consist of three to four paragraphs that are short and to the point. The opening paragraph will address a problem, such as the plight of the average Internet marketer.

Make sure that your ad message gets the point across that it's a free incentive you are giving away. Use phrases like "no obligation to buy or join anything."

Put some urgency in your letter by letting people know that your offer is for a limited time only.

Click the link below for instant access!

Splash or capture page link goes here.

\*\*\*\*\*

TAG AD HERE: 2 or 3 line classified style ad with a tracking link. Best used for directing traffic to opt-in pages or any resource where you will be adding to a list!  
<http://LINKGOESHERE.com>

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Using a e-mail format, like the one pictured here, we can easily advertise for three different marketers at one time. There are numerous ways in which you can rotate the ads based on the lists you are using, but the format itself is the way to go.

You could also use a format (as outlined below), allowing four marketers to share rotation:

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TAG AD HERE: 2 or 3 line classified style ad with a tracking link. Best used for directing traffic to opt-in pages or any resource where you will be adding to a list!  
<http://LINKGOESHERE.com>

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It was this TAG AD concept that took two solid advertising strategies and built a marketing empire that generated tremendous income for two people, month after month for a very long time.

## **Even though times have changed, the joint venture method of advertising still works today if it's done correctly.**

*A couple of notes before the video...*

\*This **advertising strategy will work the best on safe lists**, primarily because most text ad exchange owners don't allow multiple links in the ad body of their e-mails.

\*This method of advertising is **especially effective when purchasing safe list based Contact Solo Campaigns**. Some of the best lists to use, for this method of advertising are...

**[Free Safelist Mailer](#), [AdTactics](#), [Safelist XL](#), and [Active Safelist](#)**

... and now, [click here to watch the video demonstration](#) of this advertising strategy.

We hope you found this information useful...

Until next time, best of success and God bless!

Joe and Rex

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