

## Buzzoodle Ads

Your online magazine will attract very targeted visitors over time. The quality and messaging of your ads on the site will influence how many people click them and become leads for you.

Buzzoodle will help you with some starter ads, but you can replace them with your own professional ads at any time. This document is instructions on how to work with your editor to update your ads.

### Ad Placement

There are 4 sizes of Ads that appear in 5 places on the site. These will be image files that link to specific pages. Please provide images and links for images to all banners. Each ad may point to a different page.

**1. Top Banner** - This ad is on all pages and is at the top right of the site. If you want phone calls, this would be the ad to clearly add your phone number.



This ad can also be the same after each individual post or you may have a same sized different ad after each individual post.

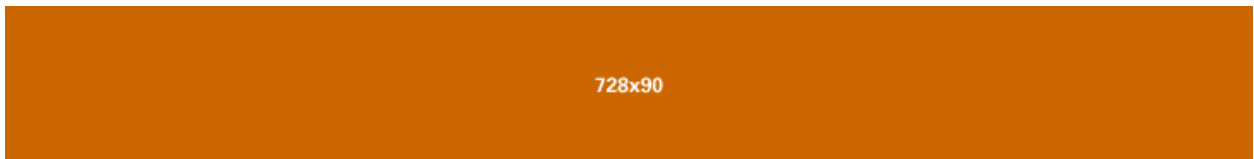
**2. Top Sid Bar** - This ad is at the top of the side bar on the right.



**3. Bottom Side Bar** - This ad appears after other things in the side bar at the bottom.



**4. Footer Ad** - The footer ad goes across the bottom of the site on all pages. It can be bigger, or you can simply use the top banner if you prefer.



As your site traffic grows, you may want to test different ads. Simply send the new ad and link to us and we will update it for you. Please allow time to make changes.

When sending ads to your editor, please specify the link for each ad. All ads do not need to go to the same link.

### **Measuring Results**

You can see results easily in the Analytics of your main site. Viewing traffic source, you will see click through sources as your Buzzoodle site. If you have each ad go to a different url, you will be able to see which ads perform best. More complex ad tracking can be set up but is not included in base pricing, and is not warranted until traffic reaches higher levels after months of publishing. Contact us if you have questions about any of this.