

Found Money for New and Established Webmasters

This new form of advertising revenue for webmasters is like finding money lying on the street. A 5 second audio ads play when a visitor lands on your site, and you get paid. The ads don't take any space and don't interfere with other forms of advertising.

Whether you already have a well established web presence and your website gets lots of traffic, or your site is brand new and you are barely getting any visitors, you can benefit from this new advertising medium. By putting a small snippet of code on your web pages you can make money virtually every time a new visitor lands on your page. Once the 5 second long audio ad has played, the visitor who heard it cannot hear another one for at least 3 minutes. If, after 3 minutes have passed the visitor refreshes the page or clicks to a new page then he will hear another ad.

If you want you can stop there, or you can sign up other publishers to play the ads on their own sites. If you do, then you get paid an additional fee for each ad that plays on your referrals site. It is a 3 tiered program, and goes one more level down. You get paid for every ad played on a site that was signed up by someone you signed up.

The program is still in beta at the moment, and the basic price to the advertiser is \$20.00 per thousand ad plays. Out of the \$20.00, \$6.00 is the commission to the ad agent, leaving \$14.00 to be distributed as follows:

25% (\$3.50) is distributed to the various publishers of the 1000 ads.

5% (\$0.70) is distributed to the various 1000 upline referrers.

5% (\$0.70) is distributed to the various 1000 next upline referrers.

65% (\$9.10) belongs to NAA and/or whoever else is in the payout chain.

For revenue generated from paid ad plays on your own sites:

For each 1000 paid ad plays, you make \$3.50.

For revenue generated from paid ad plays on your 2nd & 3rd levels referral's sites:

For each 1000 paid plays, you make \$0.70

After beta the program is in theory going to go to a bidding type system like that of Adwords.

But wait; there is more! As a publisher you can allow Key 2 Page ads. Key 2 Page ads end with the instruction to press a key on your keyboard to go directly to the advertiser's website. If the visitor "keys through" so to speak, you get paid again.

This program has a couple of interesting features. For one, the ads do not take up any room on the publisher's web page. Another cool feature is that unless the publisher allows the Key 2 Page ads, the visitor does not leave the page. Even if the publisher opts for the Key 2 Page ads, they open in a new window, so your page stays open for the visitor to return to.

NetAudioAds has been testing this new medium for the last 2-1/2 years, and have found that playing the 5 second long ads no more than once every three minutes does not cause the visitors to leave or become annoyed.

Obviously the program is great for publishers, but what about the advertisers? The good news is it's great for the advertisers. Unlike conventional TV and radio ads, the listener is not in the bathroom, or out grabbing a snack during the commercial. He is not speeding down the highway in his car. The listener is sitting at the computer with the mouse in his hand, waiting for a page to load. The advertiser has his listener's complete attention, and he is ready for action. It's one of those rare win-win situations.

Additionally, the advertiser can target his ads in several ways. He can target his ads to the content of the page it plays on by using keywords, he can target a specific geographical area such as a particular zip code, and he can target a particular time-of-day. The geographical and time-of-day targeting costs the advertiser extra, so the publishers make even more money when targeting is purchased by an advertiser.

If you want to get in on the other end of this thing, you can sign up to become a sales agent and then you can sell the audio ads to the advertisers. That way you can grab that \$6.00 per thousand ad plays for yourself. There are videos and sales materials available to you after you become an agent. There is even a forum just for agents.

The 5 second audio ad program has plenty of free banners and other sales aids available, and it has an active forum where publishers can help each other with problems and discuss strategies etc. Publishers have a "back office" where they can set their ad options such as Key 2 Page settings, and

what kinds of political ads they permit and other settings. Complete statistics are also available in real time for the publishers as well.

About the Author

William Lund has been a webmaster since 1998, and runs a number of successful sites. For more information about 5 second audio ads and other ways to make money online visit his website at: [Information about Audio Ads, and SEO methods](#) Learn to make money from your website.

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