Email Marketing: “Stand-alone” Emails: Easy, peezy, lemon squeezy

• Your content; your message
• Delivered to Publishers email list
• 1:1 Marketing to a known audience
• Good for Cause/Advocacy messages
• Good ROI; limited reach

The following is a sponsored message:

Invest with your heart on Valentine’s Day!

love + valentines + our little world

Dear Mother Jones Readers,

Here’s a question: what if money was more like love?

What if the more you gave of it, the more you had? What if the more it circulated, the more it supported and empowered others? What if whenever you bought a gift, the money was returned to you multiplied?

Guess what? These don’t need to be "what ifs." :) This February, Mother Jones is working with MicroPlace, an organization that provides loans to the working poor. As a member, you can make an investment in the name of someone close to you (whether your spouse, a parent, a child, or anyone else you love), which will be loaned to an entrepreneur in the developing world, who’ll be able to use it to grow her business, and later, pay back the money.

And when you do, MicroPlace will send a box of delicious Divine Chocolates (one of the first

So your beloved will get a beautiful present. Someone on the other side of the world will have benefited from the circulation of your money. And you, in the end, will get your loan repaid.

Click here to learn how.

There’s still time to make the gift in time for Valentine’s Day! (though MicroPlace is a year-round opportunity, the box of chocolates are limited!), and still time to participate in (at least to my mind!) one of the miracles of our beautifully interconnected, rich-with-love-and-wonder, filled-with-chocolate-and-opportunity, planet.

To changing the world and chocolate (covered) kisses,
From the Mother Jones Team

This message was sent to richard.markus@yahoo.com. Visit your subscription management page to modify your email communication preferences or update your personal profile. To stop receiving Mother Jones’ Offers, click to unsubscribe. To stop ALL email from Mother Jones eMail List, click to remove yourself from our lists (or reply via email with "remove or unsubscribe" in the subject line).
Banner Ad Unit Types

- Numbers represent "pixels" (a unit of measurement)

- Standard IAB (Internet Advertising Board) sizes [www.iab.com for more info]
Upside Down Champagne Cork Online Ad Distribution Model

Direct Sales

3rd Party VANs & Ad Exchanges

Remnant Networks

House, Trade, Bonus

Impressions Inventory

eCPM

APN as one of X number of partners
So, What’s a Vertical Ad Network?

• Like web properties aggregate traffic and sell online ad space as a group
• Ad Progress Network is:
Advertising with the Ad Progress Network

You can reach a large aggregation of Influentials through the Ad Progress Network, a collection of media sites devoted to original progressive journalistic content.

Our readers are:

• Mature and equally Female/Male
• Highly educated
• High household income
• Politically, socially and environmentally engaged

Ad Progress Network reaches >four million monthly unique US visitors across >26 million page views.