

# Paid Traffic

## Bargain Hunter

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# Introduction

Thanks for picking up a copy of this traffic report!

There are some nice new advertising sources in this report for you to discover and some of them are huge.

Others are smaller yet legit.

I'm talking about Solo Ads, PPC, PPV, as well as some untraditional types of advertising like paying for blog posts.

I hope you'll find many new ad networks and places to buy ads from that you didn't previously know about.

It's important to note that you're not going to need all of these sources.

You could spend millions of dollars with just one or a handful of these select sources.

Think of this report as like a mini guide to the available ad inventory out there that you may have not known about. Crack it open whenever you're looking to buy some traffic.

Before we get started with these ad sources, I also wanted to tell you that you can get a worldclass education in buying traffic for free.

One way is to join a CPA network such as [Wolf Storm Media](#) and take their free trainings.

Another way is to learn all you can from the actual ad network sites that you'll discover in this report.

It's also vital to get some ads running and track everything using a program such as [Prosper 202](#).

You honestly don't need a \$2,000 course to learn about internet advertising because the best way to learn is to get out there and do it.

While you can learn the basics from someone else, the real learning comes from your experience.

When you're tweaking ads, when you're tweaking your bids, when you're crunching your numbers and looking at your metrics and adjusting... That's when you're REALLY learning!

So take everything you learn from others like a grain of salt.

Take these advertising sources, go out there, and generate all the traffic your little heart desires.

## **JV Rocket and "Tier 1 Solo Ads"**

With [JV Rocket](#) you can buy a solo ad that will go out to a double opt-in list of 226,000 subscribers for the price of \$2,500.

Your ad goes out to customers who have purchased ClickBank products in the Make Money niche such as Get Google Ads Free, Health Biz in a Box, Forced Money, and Top Secret Magic Code.

You'll also reach affiliates for ClickBank products such as Get Google Ads Free, Health Biz in a Box, Forced Money, Top Secret Magic Code, Cash Making Power Sites, Top Secret Fat Loss Secret, and Top Secret Car Secret.

Many of the top Internet Marketing and Make Money niche gurus are using JV Rocket to build their lists and also to directly mail to their hot offers.

\$2,500 is a nice chunk of money to risk, so before testing a JV Rocket you'll want to make sure you have tested sales material.

You'll also want to be sure that your offer would be a good match for the type of customers who would buy the type of products I just mentioned above.

This doesn't mean that your offers must be similar, but it does mean that the same demographic would order your product.

The downside of this solo ad source is that there are no guaranteed amount of visitors you'll get. The upside is that if you have an offer that's on fire and would work well with these type of customers then JV Rocket can be a goldmine.

Just remember, as with all of these ad sources in this report, you're responsible for your business and the risks you take with buying advertising.

Profiting from paid advertising is simple, but not easy.

Here's what I mean. It would be easy to blow through \$10,000 on JV Rockets. The inventory is there waiting for you to order anytime you want.

However, it would be wise to test your sales funnel out buying solo ads on a small scale at \$30, \$100, or \$300 a pop from "Tier 2 Solo Ad" vendors such as the ones on [Safe-Swaps.com](http://Safe-Swaps.com), [SoloAdDirectory.com](http://SoloAdDirectory.com), or [Directory of Ezines](http://Directory of Ezines).

After you have a tested and proven funnel that works well with the solo ads you've purchased on a small scale, then you may want to consider going big time and ordering what I call "Tier 1 Solo Ads" such as JV Rocket.

JV Rocket isn't the only Tier 1 Solo Advertising available. Here are some more in various niches: [Arcamax](http://Arcamax) (General Consumer List), [Newsmax](http://Newsmax), [Self Growth](http://Self Growth), and [Nextmark](http://Nextmark).

## LeadImpact and Top CPV Networks

Technically [TrafficVance](http://TrafficVance) is a better quality CPV network than LeadImpact in my opinion, but the barrier to entry with TrafficVance is \$1,000.

With [LeadImpact](http://LeadImpact), on the other hand, you only need \$100 to get started using their massive network.

I find it much easier to generate mass targeted traffic with LeadImpact than the other major CPV networks with a low barrier to entry such as [Direct CPV](#) and [Media Traffic](#).

LeadImpact allows you to buy traffic on a Per View basis. You're essentially buying something similar to popups.

Paying "Per View" means a small window will open on their screen and it will lead to your webpage.

Your webpage must fit inside that window. (To test whether your webpage will fit inside the window, use something like [this free tool](#).)

You can bid on keywords or URLs using LeadImpact. When bidding on a keyword, website content will match your keyword and trigger your pop up. When bidding on a URL, visiting that URL will trigger your popup.

Depending on your Geo Targeting and the Category/Sub-Category of your offer, the lowest bid you can start with will be as low as .015 to .017.

The downside of LeadImpact is that I don't personally like how they have the minimum bidding set up. For some Sub-Categories you might have a minimum bid of .015 and for others it may be .025.

One cent may not seem like a big difference but when you multiply that 1,000+ times per day, it starts to add up.

Small squeeze pages seem to do very well with LeadImpact.

They can be your own squeeze pages or a Pay-Per-Lead (PPL) offer in a CPA network.

I find there's not as much inventory in the Make Money and Internet Marketing niches, but there's a ton in large markets that are multiple times bigger.

For example, you can generate a serious amount of traffic on a daily basis to Pay-Per-Lead online gaming offers.

Same goes for Weight Loss, Health, and Financial niches.

To find PPL offers to promote, try a CPA offers search engine such as [Offer Vault](#).

## Plenty of Fish Ads

With [Plenty of Fish ads](#), you can reach 20,000,000 users on a CPM basis.

In case you're not familiar with "CPM," it simply means "Cost per 1,000 impressions of your ad."

You'll also be bidding for ad inventory on a CPM basis.

The minimum buy is just \$25, so you can cheaply give POF Ads a nice test run for as low as \$25.

It takes 24 hours or less for your ads to be approved.

Image ad sizes include 110x80px, 300x250px, 160x600px and 120x600.

Besides the insanely low point of entry at \$25 minimum, there's something else about POF Ads that makes your traffic highly targeted.

In-depth demographics targeting is available. You can target prospects based on: Country, State/Province, Zipcode, Age, Gender, Education, Profession, Has Children, Games and Puzzles, Body Type, Drinking Habits, Looking to Marry Soon, Ethnicity, Height, Income, Login Count, Marital Status, Religion, Search Type, Smoking Habits, Session Depth, Hair Color, and Has Car (or not).

Your ads are so ultra targeted that they're not even shown to POF visitors who aren't logged in.

Your ad is displayed above the fold as well.

With POF Ads you can really go to town with specific dating offers.

For instance, imagine targeting Christians who are looking to date. You can put a Christian Singles offer in front of them.

Do you see how powerful POF Ads can be?

Because you have access to so many demographics, your ads don't even have to be about dating. They can be about something totally unrelated, but targeted to the demographic you choose.

There are many CPA offers out there related to dating if that's what you want to explore.

Or this is a perfect time for you to start your Dating or Relationships niche empire by generating leads from Plenty Of Fish to your own subscriber list.

[ClickBank products such as The Magic of Making Up](#) may also do well with POF Ads.

## 7Search, Ad Hitz, and LinkedIn Ads

[7Search](#) is one of my favorite of the "Tier 2 PPC" networks, search engines, and the like.

Google, Yahoo, MSN, and Facebook are considered "Tier 1 PPC" in my book.

Everything else is Tier 2 PPC the way I see it.

The great thing about 7Search is you don't have to worry about Quality Score or other headaches.

You set up a landing page, you bid on keywords, and you tweak your campaigns until they're profitable.

If you're looking to generate Biz Opp leads, then you may want to check out [Ad Hitz](#).

With Ad Hitz, you can do Site Specific Targeting (recommended) on some biz opp sites that get serious traffic, such as [MyBrowserCash.com](#) that gets 23,1411 unique visitors per day and [ClickSense.com](#) that gets 281,360 unique visitors per day.

Now, if you're looking for serious Internet Marketing niche leads, then Ad Hitz may or may not be for you.

These leads you generate will be the type that hang out on pay to click sites and probably paid survey sites.

This doesn't necessarily mean that these prospects are "low quality" or not serious about business, but it does mean that they're clueless about what you and I know about.

So I think it's important to not take advantage of these clueless prospects.

Instead, you should show them the light.

For serious Internet Marketing leads who are already more advanced, you'll want to [buy an ad at the top of WarriorForum.com](#) or run [Warrior Special Offers](#).

There are over 450,000 members on Warrior Forum and growing.

Another option for generating serious Business leads in general is by using [LinkedIn Ads](#).

You won't necessarily generate all internet marketing leads there, but there are 130,000,000 business-minded members on LinkedIn to advertise to.

40,000,000 are US based.

With LinkedIn Ads you don't have to pay on a PPC basis because they also offer inventory on a CPM basis (cost per 1,000 impressions). It's your choice.

## PayPerPost, Blog Ads, and ReviewMe

You may want to consider blog advertising.

This is where your website or your product is promoted on real blogs.

[PayPerPost](#) is one of them and they connect you with real bloggers out there who are willing to do a write up about your product or site for a fee.

Besides generating the direct traffic from your links, you'll also be building links, except you won't be building links on fly-by-night blog networks that get de-indexed from the search engines in the blink of an eye.

You have complete control over how much you'll spend on a post when you create your listing called an "Opportunity."

You also get to select the categories and the Geo Targeting.

[Blog Ads](#) is another option for advertising on blogs, but it's not contextual like PayPerPost.

Here you're buying actual ad space on a time basis.

What I mean is you're not buying on a PPC or CPM basis like some of the other sources we've talked about.

You're buying ads based on the amount of time they'll run on the blog.

It's just like buying ad space direct from a webmaster at a fixed rate, only you're doing it through the Blog Ads network.

The pricing is set up similar to [Text-Link-Ads](#).

Price doesn't go up or down based on the amount of impressions or click throughs on your ad.

[ReviewMe](#) is another option with blog advertising and it can work well to create buzz for your new product or service.

You can browse the different blogs at ReviewMe.com and purchase a review of your product or service.

You'll also get the link back to your site, but just keep in mind that these bloggers will do an honest review for you and that review will be permanent.

You can also create a listing for what you're looking for if you're looking to be found by bloggers who are looking to review products or services similar to your own.

## **AbestWeb, CB, JV Zoo, W+, PDC, DigiResults**

If you're advertising to get affiliates, then you'll want to run some ads on [AbestWeb](#), the world's largest affiliate marketing forum.

Super affiliates galore hang out on this forum and have their eyes open for hot offers to promote all the time.

They can generate traffic all day long, but they don't always have offers that convert, so if your offer is appealing enough to them, then just one super affiliate you get from running an ad can be worth much more than what you paid for the ad.

To read about the different advertising options at AbestWeb, [check out this page](#).

They have all kinds of inventory from banner ads to e-mail blasts to their members.

Getting your digital product listed in the [ClickBank Marketplace](#) is also a great way to pick up affiliates who can drive traffic to your site all day and night on a commission basis.

With ClickBank, you're technically buying traffic, but it's no risk because you're only paying when someone makes a sale.

Other options have emerged as well including [JV Zoo](#), [WSO Pro](#), [PayDotCom](#), and [DigiResults](#).

Honestly, I'm a fan of all those programs just listed.

Instead of being paid by ClickBank, you're paid directly upon each sale with PayPal.

However, the marketplaces aren't even close to as old or as big as ClickBank.

So there are a lot more affiliates waiting in the ClickBank marketplace to see your offer to promote than the others, but you don't get instant PayPal payments.

You can also pick up some affiliates by listing your product in the [Warrior Forum Affiliate Programs Database](#) for a small fee.

There are more ways to get super affiliates to promote for you.

One is by busting your butt putting together a massive product launch and getting listed on sites like [JV Notify Pro](#) and [Warrior JV](#).

Another way is to simply get the attention of super affiliates by running your offer on networks.

If you throw \$10,000 at advertising your offer, then chances are super affiliates are going to see it, and they are always looking for one thing: offers that convert.

## StumbleUpon Ads, PR Web, and Direct CPV

If you know how StumbleUpon works, it's where users click the "Stumble" button and they are sent from webpage to webpage checking out pages that have been "Stumbled" by other users and are related to their favorite topics.

With [StumbleUpon Paid Discovery](#), your webpage becomes part of that Stumbling process.

Users land on your landing page while Stumbling through websites and you pay per view.

My opinion is it's a bit pricey at this point, but I also think it's a great way for companies to spread brand awareness and it's also potentially good for viral marketing.

Using [PR Web](#) is another way to launch a viral marketing or brand awareness campaign.

To tell you the truth, it's also possible to generate a lot of direct traffic as well.

Not to mention you can get some serious offline traffic if your press release gets picked up by a newspaper.

PR Web allows you to distribute a press release to the far corners of the internet, depending on the package you choose.

The important thing to remember when writing the press release is making it newsworthy, so you could technically do a press release for virtually anything that's happening with your website, product, or business.

Whenever you launch a new website, for example, you can create a press release and submit it to PR Web. Same goes when you put out a new product.

Although [Direct CPV](#) was already briefly mentioned in the CPV section, I never pointed out that you can use their Run of Network (normally referred to as RON) traffic for brand awareness and getting viral marketing campaigns off the ground.

Run of Network traffic is untargeted and it runs to all available inventory on the network, so it's an insanely high amount of traffic.

You could blow through thousands of dollars very fast, so be careful with it.

Don't expect to get any good measurable results with Run of Network traffic on Direct CPV.

But it is possible to use to get thousands of views on a YouTube video in one day, for instance.

Just don't expect to use this type of traffic as you would other types.

## More Advertising Networks and Ad Sources

- [Bravenet Media](#)
- [MyAds](#)
- [Her Agency](#)
- [Indie Click](#)
- [Batanga](#)
- [24/7 Media](#)
- [BuySellAds](#)
- [Adfish](#)
- [Crisp Ads](#)
- [ExoClick](#)
- [Adtegrity](#)
- [Intermarkets](#)
- [HIRO](#)
- [Casale Media](#)
- [Banner Space](#)
- [Ad On Network](#)
- [Advertising.com](#)
- [Yahoo Media Services](#)
- [AdBuyer.com](#)
- [Kitara Media](#)
- [Advertise.com](#)
- [Flux Advertising](#)
- [Burst Media](#)
- [Kontera](#)
- [Clicksor](#)
- [Pepperjam](#)
- [TrafficJunky](#)
- [Opt-Media](#)
- [Mirago](#)
- [Miva](#)
- [Ad Magnet](#)
- [AdBlade](#)
- [Tribal Fusion](#)
- [Pulse360](#)
- [Marchex](#)

- [PAYPOPOPUP](#)
- [Domain Gateway](#)
- [AdMarketplace](#)
- [AdEngage](#)
- [Chitika](#)
- [Traffic Taxi](#)
- [Yes Mail](#)
- [AdReady](#)
- [Bidvertizer](#)
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