

This document will assist you in putting together your ad campaign. 1st, select your market; the cities you want to advertise in. 2nd, select the category of news pages you want your ads to appear on. 3rd, choose your ad size(s) and develop your creative ad material, or have us create your ads for you by using our professional creative team. When you've finished these steps, your ready to order your ads and begin your campaign.

Building your Ad Campaign:

At AXcess News you can chose to have your ads displayed in market-specific city sites, regionally or nationwide. And, you can also select which category of news you want your advertising to be displayed in.

Need help with creating an ad? No problem! Our staff of web design experts can help you create eye-catching content.

1) Select Your Market:

With AXcess News as your advertising partner you can choose from 92 cities across the USA to target the markets you want. Get value from your advertising dollars by working with AXcess News marketing specialists who understand our network of news web sites.

While the Internet can offer far-reaching capabilities, news web sites have strong appeal to local users in those markets. For example, people in Boise Idaho may not be that interested in beachwear, yet in Miami Florida they are.

Each market offers unique opportunities for advertisers willing to put a little extra effort behind their campaign.

The more cities you chose the lower your rate, it's that simple. You can also select category-specific news sections to make your ads even more effective.

We encourage you to talk to one of our Marketing Specialists about your needs and for applicable discounts with regional and national exposure. Please provide your phone number if within the USA, CA or UK. Others may use email.

2) Select Your Category:

Choose the category of news you want your ads to be displayed in from the list below. Please note that some categories do not have specific markets open to them. Those unavailable are noted with an 'N/A' in it. Remember the corresponding number for the category and market you select when your ready to order. City columns contain the Category Number for advertising in city-specific markets. Region columns contain the Category Number for advertising in region-specific markets. And National columns contain the Category Number for advertising nationally.

News Group	City	Region	Nation
Technology	T-1	T-2	T-3
Health	H-1	H-2	H-3
Environmental	N/A	E-2	E-3
National	N-1	N-2	N-3
World	N/A	N/A	W-3
Business	N/A	B-2	B-3
Commodities	N/A	C-2	C-3

3) Choose Ad Size(s) and Creative Design:

If you don't have creative ad material already or if your looking to improve your results, perhaps you should consider our Creative Design services.

We often recommend that customers develop a theme of ads to display. These emulate the same message but carry it across slightly different in each ad.

You have to consider visitor travel when displaying ads online in a news network. What city did they originate in, where did they go after reading a story? Tracking that visitor with varying ads can be more effective than showing them the same ad everywhere. The same holds true for the size of ads. On one page it may be a banner, on another a skyscraper and even cubes or buttons. Be creative - and stretch your advertising dollars.

Our creative design department understands how to put together an advertising campaign from scratch, even if you've never advertised online before, we can help. Or maybe your all set with your creative but you would like to consider how to improve it. Either way, beginner or experienced, take the time to talk to one of our Marketing Specialists about our creative design services.