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Contextual advertising involves a placement of advertisements on topics similar to the themes of the site - an advertising platform. The mechanism is very simple and transparent: on your site image, text or teaser ad units are placed, and a visitor clicking on the link goes to an advertiser's page, and you get your honestly earned money. It is beneficial for all: for advertisers and webmasters.

This type of advertising is very effective in the first place because the audience of the advertising site is already looking such ads. Robots of the broker of contextual advertising select the ads according to maximum similarity to the subject of site area. Because of its high efficiency the advertising budgets of these companies are large enough and you can earn decent money on contextual advertising. Monsters of context such as Google AdSense, Yandex direct, Begun dispose of huge budgets and it is favorably to work with them, but there are some downsides.

Very high dimensions of minimum payments and check your site after the order of payment makes work with these brokers difficult. Agree that to earn your \$ 150-200 a couple of months, and ordering payment to find out that it was dismissed because of violations of the rules of a particular item is very annoying. Smaller advertising brokers reduce the level of minimum payments or pay charges automatically not depending on its size. You should pay more attention to work with them.

From the tried and trusted brokers of the advertising market can be identified such as the so LiveClix, WMLink, WMZona, Links-WM. These brokers are guided to sites with attendance up to 1000 people a day that is the most approximate parameters for the beginner moneymaker. Many brokers offer contextual advertising to be placed on the pages of your site sailing or pop-up blocks of advertising. The advantages of this type of blocks are obvious enough - almost every visitor will click on banners. A major shortcoming of these modules is that they annoyed visitors very much. Besides the code of such banners will be regarded by search engines as malicious, so that you probably will not be able to get the high ratings.

Where to find referrals for participation in affiliate programs of contextual advertising? In addition to extracting the main profits from visitor's clicks on an advertising link, you can also receive additional income from participation in affiliate programs to attract referrals. This kind of earnings can also be used if you do not have your own site. You can place your affiliate links or banners on forums and message boards. In addition there is non-obvious, but very effective method of attracting referrals. You are likely to notice on many sites ads or banners "here can be your advertising" or "advert on this place." Try to find a feedback form with the owners of the site and write a letter describing your advertised contextual advertising system and your referral link. Maybe people just do not know about such as wages and instead to place profitable ad units, they place ads about deposit place for rent.

Currently the Web network is very popular. As now it is both a spot of entertainment and earning money, website building changed into full-fledged business. But it is not enough to have a site, it is necessary people be aware of it. And here [free classified posting](#) could assist. One also should be aware of that not only are paid ads accessible for use but free ones as well. Those who are searching for both ways of advertising, are welcomed to check out this [free classified posting](#) site - much info about free of charge and paid advertisements.

In any case, we should take advantage of the Internet technologies to find what we want for the best price on the market. For example if there is needed info on [free classified ad listings](#), it would be good to search Google and other search engines, check out social networks and review topics which are related to yours, join the online discussions on the niche forums.

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