

Advertising Network Helps To Overcome The Disadvantages of Automated Systems

FocusYourTarget, Inc, an established, site-targeted pay per click advertising network, provides advertising services at affordable prices, starting at only 2 cents per click. While revolutionizing the realms of internet marketing and online advertising, the FocusYourTarget publisher network contains some of the heaviest hitters of the internet, such as Youtube.com, Myspace.com, MSN.com, BBC News, and the list goes on.

February 15, 2008 (FPRC) -- In 2007, executives at FocusYourTarget realized the need of website owners to sell their ad space directly to advertisers, in order to overcome the disadvantages of automated systems, such as Google's AdSense and Overture' Content Match, where neither the advertiser nor the publisher has any control over the advertisements' quality, pricing or timing.

The On-Site pay per click advertising program used by FocusYourTarget offers website owners the ability to sell their ad space automatically, on a price-per-click basis. Advertisers taking advantage of this targeted internet advertising method can place ads directly onto the sites of their choice, and are only required to pay when a visitor clicks through to their site. As an added bonus, clients may also geo-target their ads.

The FocusYourTarget advertising network serves only large Banner Ads, of viewable sizes 728X90, 160X600, or 300X250. This marketing strategy ensures maximum visibility for their clients' ad spots, and also presents a great budgetary value for the client.

Following strict guidelines for its participating publishers and advertisers alike, FocusYourTarget runs a tight ship, because they want to ensure maximum quality for clients of their advertising network. They manually review each website to ensure that their publishers get only the highest yielding ads. They also review every single ad, which makes sure that their advertisers get the very best conversion rates.

Established in 2006, FocusYourTarget runs a pay per click advertising network which serves billions of ads per month on tens of thousands of websites. The management team has over 10 years of experience in the internet advertising market, and they have managed to learn from the ups and downs of this industry, using their experiences and knowledge to strengthen their company and truly make it a leader in its field.

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