

Using Blogads

Blogads, a service created by former journalist Henry Copeland, is a service that puts ads on blogs. Advertisers select blogs they want to target; bloggers choose whether to accept the ads on their sites.

Advertisers using Blogads can put together an ad that uses an image, text, and links, and then select blogs they want to reach. They also choose the length of time they want their ads to appear and can pay extra for better placement in the queue of Blogads on a site. The blogger then gets a chance to approve the ad and the terms of its display before it goes live.

You can see an example of Blogads on Utterly Boring (www.utterlyboring.com), a blog by Jake Ortman in Figure 14-3.

The screenshot shows a blog post on the 'Utterly Boring' website. On the left side, there is a Blogads advertisement for 'Too Funny To Sleep' on TBS. The ad features a cartoon dog character and text asking 'What? You want a prize for staying up late?'. Below the ad, there is a small video player and a 'Read More' link. The main content of the blog post is a list of links under the heading 'Folks I've Met:'. The list includes links to 'Breaking Windows', 'Dom Vieira', 'DWI: Drunk With Ink', 'Gravitonic', 'Johnfulwider_dot_com', 'ModBlog', 'The Judo Zealot', and 'Wound Tight'. Below the list, there is a section titled 'Everything Else:' with links to 'A New York Escorts Confessions', 'AllDumb.com', 'BBspot', 'CAPIRILLO.EXE', 'Dave Barry', 'Davezilla', 'GGSearch', 'Just Chess!', 'Lucky Star', 'memepool.com', 'Metafilter', 'MountainTop.be', and 'MovableBLOG'. The post is dated 11/10/04 and has one comment.

Figure 14-3:
Blogads
in action
on Jake
Ortman's
Utterly
Boring blog.

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The Blogads service is designed to match up advertisers and bloggers. Participation is free to bloggers; remuneration obviously depends on what kind and how many readers your blog attracts. Blogads itself keeps a percentage of your earnings in exchange for serving the ads and managing the relationship with the advertiser. If you want to sign up for the Blogads service, visit www.blogads.com.