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.
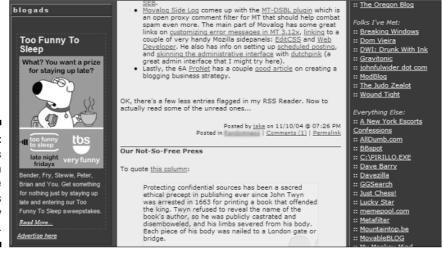

Figure 14-3:
Blogads in action on Jake Ortman's Utterly Boring blog.

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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`.