Using AdBrite

AdBrite is a similar service to Blogads that lets you place text ads, banners, and skyscraper ads on your blog. (*Skyscrapers* are those tall, thin vertical ads you see on many newspaper Web sites.) Businesses visiting your blog have a chance to click a link and purchase advertising directly from your site. You, the blogger, choose what advertising opportunities to offer, whose advertising you accept, what to charge, and how long the ad appears.

The popular Gizmodo blog (`www.gizmodo.com`) runs AdBrite text links in the right-hand column, along with a Buy a Link Now opportunity for potential advertisers, as shown in Figure 14-4.

AdBrite manages the relationship between blogger and advertiser, serves the ads, and facilitates billing. In exchange, AdBrite keeps a percentage of your ad earnings. Visit `www.adbrite.com` to sign up and begin accepting advertising on your blog.

Figure 14-4: Gizmodo uses AdBrite to serve targeted text link ads.

Making Use of Affiliate Programs

Many online retailers — and some service providers — have begun to offer affiliate programs. The basic idea of most affiliate programs is that the publisher, or blogger, can earn money from recommendations made on a Web site. It's seen as a win-win-win scenario. The consumer gets a product they want, the blogger gets a commission from the sale, and the retailer makes sales without having to spend advertising dollars.