

Making Money from Selling Advertising Space

If you would observe the company that delivers the daily paper to your doorstep for a business case study, you will come to learn that the newspaper publisher hires reporters, writers and other important staff to create the contents and deliver the papers to their readers.

In addition to the above mention, the publisher has to invest regularly in heavy duty machineries and tons of papers in printing tons of newspapers on a daily basis.

And in order to ensure that the newspapers are delivered on time, the publisher appoints agents at every part of the covered territory.

So, how does the newspaper company make money? It is obvious that selling a copy of the papers at less than a dollar would not even be able to even fund the operations.

The answer? Selling advertising spaces! You have definitely seen lots of advertisements in the newspaper. The publisher simply sells advertising space in the papers to advertisers who want to leverage their advertising efforts on the paper's high readership.

On the same analogy, you can make money the exact way from your newsletter: simply by selling advertising space to prospective advertisers!

If your mailing list size exceeds 1,000 (5,000 is recommended) subscribers and beyond, you can start selling advertising space for say, \$10.00 per sponsor ad.

In this manner, you turn every issue you send out to your subscribers into a profit-pulling device. And since there is virtually no end to the stream of advertisers as products, services and businesses are cropping every single day in every industry imaginable, so are your money making opportunities.

[Insert Your Resource Box Here]

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