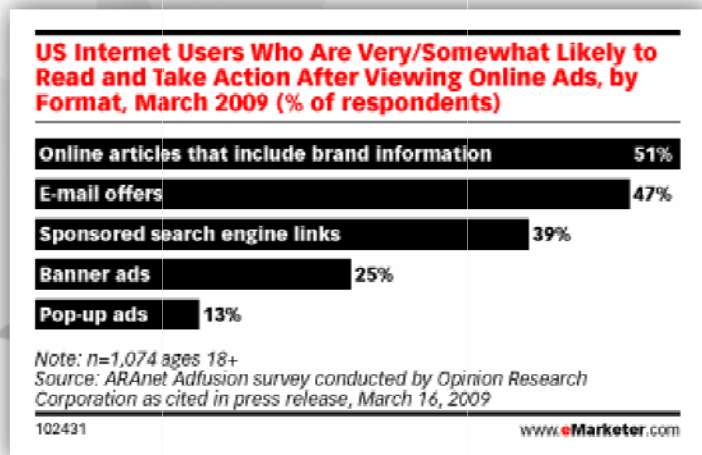


## JUST HOW EFFECTIVE ARE ONLINE ARTICLES OVER OTHER FORMS OF WEB ADVERTISING?



According to a March 2009 Survey by Opinion Research Corporation (ORC), 51% of US Internet users were likely to read and take action after viewing online articles compared to 47% for E-mail offers, 39% for sponsored search links, 25% for banner ads and 13% for pop up ads.



Online researcher eMarketer says that online articles “have distinct advantages” over more traditional marketing material in that they’re written in a news format which may be why the ORC Survey carried such high results in motivating readers.

ARAnet, which sponsored the Survey, noted that “More than two-thirds of the respondents between 18 and 34 said they conduct Internet searches for products or services they read about in online articles either very frequently or somewhat frequently.”

Also, 24% of Survey respondents with incomes of \$50,000 to \$75,000 or more were ‘very likely’ to respond to online articles.

But despite those overall results, most online articles presented through paid-editorial sites such as ARAnet are aimed at product sales and offered up to third-party publishers who may or may not display them. They also rely on publisher editorial calendars as to when certain types of stories are more appealing and stand a good chance of being run as filler stories.



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