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If you look at many websites, you will probably notice that there are banner advertisements displayed on most pages. If you are a newcomer to the scene, you might think that you must either be a company or that your site must be famous before you can get advertisers, just as it is the case in hard copy publications.

In reality, anyone with a website can get advertisers. While it is true that if your site is well-known, you may get companies contacting you to offer to advertise on your site, you can get advertising revenue even if you are just starting out and your site is relatively unknown.

The way to do this is to join as an "affiliate" of various sites, either directly, or through an affiliate network. An affiliate network is simply an intermediary where you can select from a variety of advertisers. How should you choose an affiliate program? My suggestion is not to choose a program according to the payment scheme, but rather according to the kind of people who are likely to visit your website. For example, if you are targeting parents on your site, links to affiliates with educational software, books and the like may generate more revenue than banners that link to web hosting companies. The most important rule of choosing an affiliate program is to know your target audience.

Another point to consider is whether you really want to join every single affiliate program that comes your way. Some studies suggest that sites that make the most money from affiliate programs are affiliates of only a small handful of programs. Furthermore, concentrating your advertisements from one network may allow you to be paid faster. If you advertise for hundreds of different affiliate networks on your site, you may end up earning only (say) a few dollars per month from each network. If your [advertiser's](#) minimum payment amount is higher than what you can earn each month, it may take you a long time before you accrue enough to be paid.

On the other hand, that formula does not necessarily hold true for every site (or every page on your site, for that matter). For [example](#), if your site has a particular theme, and an affiliate network only supports one or two suitable [advertisers](#), you might want to sign up for a few affiliate networks so as to get a greater number of relevant advertisers. After all, advertisements that are relevant to your audience are more likely to be taken up than general advertisements. (What's the point of putting banners from only one affiliate if nobody is going to click them?) Advertising revenue is one of the most effortless way to earn money from your site. You merely have to put the banner there and wait for the money to roll in. (Well, okay, not quite. You will still need to have some visitors first before you can make anything.)

Why wait? If you already have a website, let it earn even while you sleep (literally). Every day you let your site "idle" without advertising is a day of lost opportunity.

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