



Freelance Programmer Launches Unique Concept for Internet Surfers and Advertisers

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Richard Ressler, a freelance computer programmer from Jonesboro, Arkansas, aims to become the next internet success story with a unique concept he hopes will appeal to internet surfers as well as advertisers.

PR9.NET March 18, 2007 - Jonesboro, ARx – Richard Ressler designed Ads2Credits.com after his own search for quality and affordable advertising came up short. "Quality and Affordable are two words that just don't currently go together when it comes to advertising on the Internet", says Ressler.

Many websites die an early death because of lack of advertising. Small to medium sized businesses just can't afford the astronomically high costs of banner advertising on the high traffic big name sites. So they turn to the cheaper or even free forms of advertising available. Unfortunately, more often than not they soon learn that you get what you pay for with these alternatives. Most of these advertising sources produce nothing but false hits to your webpage counter and have little hope of producing sales.

With that in mind, Ressler set out to create a new alternative. Ressler says he came up with his idea after examining what has already been done and determining what has worked, what has not worked and why.

By now, I'm sure most people have heard of TheMillionDollarHomePage, which was the brain child of England's Alex Tew. This site gained international media attention and was a success only because the concept was new and original. Since Alex made his goal of a Million Dollars, hundreds of copycat sites have appeared all over the net and all of them are failing. The original was a short lived success for those businesses that paid to advertise on the pixel advertising site only because of media attention. The concept of pixel advertising does not offer any incentive for the surfer to keep coming back to visit the advertiser's websites.

Another advertising concept which is popular with many website owners with little or no advertising budget is Traffic Exchange programs. The basic concept is that you sign up with an exchange program and agree to spend hours a day surfing through other advertiser's websites every 15-20 seconds. The more sites you visit the more times your own site will be put in the rotation for other advertisers to see and visit so they can earn credits. Ressler says, "These types of programs can produce some impressive numbers on your webpage counters but will not produce actual customers because the only people surfing through your site is other people just like you who are only trying to promote their own site."

Ads2Credits members visit advertiser's websites to receive credits to their accounts. These credits can then be redeemed by entering contests for cash and prizes or bid for merchandise in auctions. "The members who are surfing are not the same people who are advertising on the site", Ressler explains.

"What sets our program apart from all the others is the fact that our members will actually be looking at the advertiser's website", said Ressler. After paying a one time fee to become a sponsor, advertisers will place a small verification graphic on their website which Ads2Credits members will have to find to earn their credits for each site visited. What's more is that Advertiser's links within the program never expire.

Advertising rates are set by the advertisers themselves in a bid type format. To enter the program, advertisers will purchase one of the top 100 advertising positions which will all start out at \$10 each. After all 100 of the banner ad positions are filled, new advertisers will have to outbid the current advertiser which currently holds the position they want. Once outbid, advertisers simply move down the list rather than being removed from the program.

Additionally, advertisers can showcase their products and or services by donating items to be given away to members in the contests and auction sections of the members only area of the site.

Ressler states, "As our site grows in popularity, so will the size of our contests and prizes."

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About Ads2Credits

Ads2Credits is a new and unique company providing quality advertising to businesses in a member driven environment with surfing rewards programs.

Website: <http://www.ads2credits.com>

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