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Contact:

Carrie Hartley
Group Ad Network
PO Box
Phone Number
www.GroupAdNetwork.com

Taking Internet Advertising off-line

Internet advertising has it all. It is low cost, easy to get started, offers excellent results tracking and connects you directly to consumers looking for your products. But when e-commerce entrepreneur Carrie Hartley was looking to reach consumers in her market she was at loss for a low cost method to reach consumers not aware of her product. As she looked at the different options the need to advertise offline became apparent. "I knew I needed to advertise in national magazines catering to my niche market, but at the same time even the least expensive ads were way beyond my budget. And I wanted something more than just a spot in the classified section" says Carrie.

Unfazed by the prohibitive cost of a full-page advertisement in national magazines Carrie took a novel approach to the problem. Using online contacts from the websites she frequented her first advertising group was formed. The idea of the group was to showcase the wares of the many different e-commerce shop owners on a single full page in the magazine. To visit the sites listed in the magazine consumers visit an online version of the ad at the group website GlassMetalClay.com. The group ad proved to be a success, with several of the members reporting increased website hits, increased sales and an increase in dollars spent per sale.

In response to the demand for advertising groups in various magazines Carrie started a new e-commerce website and business; this one catering directly to other small online shops on their search for affordable, successful advertising. GroupAdNetwork.com provides an easy interface for business owners to compare various magazines, look at different marketing plans and create their own advertising campaigns in national magazines. The website will launch on April 15th, 2008 and in the time being Carrie continues to organize ads for the artists of GlassMetalClay.com

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