

Internet Advertising Revolutionized by ARA Content's Adfusion™

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(PRWEB) August 29, 2005 -- Internet advertising is being revolutionized by ARA Content's Adfusion™ article based pay for performance service. This new innovative advertising online media combines the impact and credibility of public relations with the reach and certitude of advertising, enabling advertisers to drive highly qualified informed consumers to their Web sites.

Although advertising online is nothing new, Adfusion™ offers advertisers an entirely new online advertising media. Adfusion's™ key differentiator is consumer focused articles where the advertiser IS the content. The articles are syndicated through ARA Content's already established large targeted network of Internet publisher sites.

"Adfusion™ offers advertisers a cost effective and more credible alternative to other forms of online advertising," said Ted Yoch, CEO of ARA Content. "Adfusion™ articles allow advertisers to brand and advertise in a whole new way, only pay for performance, and remain in full control of their budgets."

Unlike Web site banner ads or search engine text ads, Adfusion™ educates consumers with a high quality 500-700 word article, written by its editorial staff to highlight the advertiser's brand messages. Each Adfusion™ article contains a specific compelling call-to-action. This call-to-action combined with a hyperlink drives highly motivated consumers to an appropriate page on the advertiser's Web site. This allows advertisers to

*Target consumers interested in their products and services

*Motivate consumers by educating them on their key messages

Advertisers are given access to real-time online reports including impressions, Article Reads™, clicks throughs to their Web site, and conversions. To learn more about Adfusion™ visit <http://www.adfusion.com/adfusion.clientsite/LearnMore.aspx>

"We saw an immediate jump in visitor traffic to our Website as soon as our Adfusion™ article was published," said Todd Imholt, President of Environmental Graphics. "We got a great return on our investment from the business that resulted."

Adfusion™ offers advertisers an established network of top quality media, e-commerce and interest-specific publishers, similar to ARA Content's feature article service currently used by 1000's of editors, 50 of the top 100 daily newspapers, and hundreds of weeklies, including The Los Angeles Times, Newark New Jersey Sunday Star Ledger, South

Florida Sun-Sentinel, Fresno Bee, Raleigh NC News & Observer, and Colorado Springs Gazette.

Founded in 1996, ARA Content's mission is to provide informative, high-quality content for reporters, editors and publishers in both the print and online media. ARA print services are used by some of the largest companies in the world, including America Online, Home Depot, Texas Instruments, U.S. Bank, and numerous others.