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Please make sure you're receiving emails from Aplus.Net. Add us to your email account's "safe list" so you don't miss out on our special offers and important account information. Not sure how to add Aplus.Net to your safe list? [Click here](#) to find out how.

❖ This Holiday Season, Give the Gift of Aplus.Net!



Tired of the same old gift-giving options? Wish you could give out something fresh and exciting this year? Good news — you can! Introducing Aplus.Net Gift Cards!

Whether it's award-winning web hosting, world-class web design with all the extras, or top-notch dedicated hosting, our new Aplus.Net Gift Cards are good for any product or service that we offer. They're available now, in increments of \$20, \$50, or \$100.

Gift-giving has never been this easy. Simply [visit our website here](#) or call one of our friendly sales reps at 1-877-275-8763 to order today! Happy holidays, and happy shopping from Aplus.Net!

❖ FINAL MONTH of Aplus.Net Company-Wide Sales!



Aplus.Net's huge end-of-2007 sale on web hosting, dedicated hosting, and web design is in its final weeks. ACT NOW to take advantage of our price-cutting sales!

Sign up for shared hosting today and save up to 30%! Or go with a dedicated server and get FREE set-up and savings of up to 12%. We're also offering 20% off our custom web design services. That includes completely customized design, custom logo design, custom text, and any additional creative work you need.

Don't wait! These sales are ending with 2007. [Visit the Aplus.Net website today](#) for more details.

❖ Small Business Center All About Affiliate Programs



As you probably know, one of the great advantages of getting into the online business game is the sheer variety of options you have when it comes to making money.

One of the most simple — yet potentially most rewarding — of these methods is affiliate marketing.

What is affiliate marketing? Simply put, affiliate programs use advertising on one website to drive traffic to another website. The site receiving the traffic rewards the site placing the ads. So, the first company gets paid for posting an ad, and the second company receives greater traffic. The second website is usually a company actively engaged in growing an online brand name, and considers increased traffic so important that that it offers rewards for each visitor brought to its site via affiliate advertising.

Wikipedia tells us more: "Affiliate marketing overlaps with other internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization, paid search engine marketing, email marketing and in some sense display advertising. On the other hand, affiliates sometimes use less orthodox techniques like publishing reviews of products or services offered by a partner." ([View the original Wikipedia article here.](#))

So much for the standard definition. The real question is — why should you care about affiliate marketing? What can it do for you?

For starters, affiliate marketing is an easy and relatively inexpensive way to get into the online business world. It's an even better way to maximize your profits if you already have a website. There's usually no set-up fee or monthly charge to begin an affiliate partnership, and you're usually paid each time a visitor clicks on an ad you've posted on your own site. With more sophisticated affiliate programs (such as Aplus.Net's), you can even choose the size and location of the ad you're posting, and you're paid an additional sum for each account that's signed up via your site.

If you're interested in learning more about affiliate programs and how to make them work for you, we encourage you to [check out Aplus.Net's own affiliate program here](#). Also, read on in this newsletter [for this month's Expert Opinion](#) for some insider opinions on just how to make an affiliate program work for you.

❖ Product News

Have You Tried Google AdWords®?



Don't forget: As an Aplus.Net web hosting customer, you're eligible for up to \$100 in Google AdWords advertising credit.

Why do you need Google AdWords? If you're looking for online advertising that's effective, trackable, and accountable — and you should be — then Google AdWords is a great way to find customers looking for what you're selling.

Plus, it's easy to use. Basically, if you can describe your business and what you sell in a few words, you can have your ad up and running within minutes. Your ad will appear on Google.com (as well as Google's partner sites like AOL.com® and Ask.com®) to targeted prospects within your geographic market (defined by you). You set your own budget, and you only pay when someone clicks on your ad. There are no commitments, no minimum spend requirements, and no obligations of any kind.

It doesn't matter what industry you're in. It doesn't matter whether you have a brick-and-mortar store on Main Street or you work out of a home office. Either way, if you're a small business looking to grow, Google AdWords is the perfect way to and drive more traffic to your site. So take advantage of this no-risk chance to try out targeted online advertising.

Visit www.aplus.net/google.html today for more information.

[Check out the Aplus.Net website to see all our products and services...](#)

❖ Company News Coverage and Awards

Aplus.Net Wins FindMyHost.com's Editors' Choice Award for Best E-Commerce Host!

Aplus.Net is proud to announce that we've won the December 2007 Editors' Choice Award for Best E-Commerce Web Host from FindMyHost.com! [According to their website](#), FindMyHost Editors' Choice awards are given to outstanding service providers that have demonstrated their faculty as "the best of the best" in their field. Aplus.Net has received the Editors' Choice Award from FindMyHost, Inc. more than a dozen times since 2004 for our E-Commerce, Domain Registration, Web Hosting, and Reseller Hosting services. [Check out our awards page for more information.](#)

Aplus.Net's New Gift Cards are getting coverage in the press, as well. View our official press release on our website [here](#), as well as on the [MyHostNews.com website](#), at [TheWHIR's website](#), and at [Kansas City Daily Business News](#).

[Learn more about our awards and news coverage here...](#)

❖ Expert Opinion

“How to Make Money on Affiliate Programs”

Once again, we turn to About.com's Ana Rincon for insight into one of the key elements of running a successful and self-sustaining online business. In a recent article, Ms. Rincon provided a rundown of website affiliate programs, and explained how an aspiring web entrepreneur can use them to his or her advantage. Check out the details in this month's Expert Opinion article.

[Read full Expert Opinion article...](#)

❖ Help Links

At Aplus.Net, we are committed to providing you with great customer support, 24x7x365.

Knowledge Base -- <http://www.apluskb.com/>

Technical Support -- <http://www.aplus.net/support.html>

Control Panel -- <https://cp.aplus.net>

❖ Keep It Current!

Keeping your address current is more important than you realize, and the success of your website just might depend on it. For example: “Marty” was a happy and hard-working customer who failed to notify Aplus.Net when his email address changed. Marty didn't realize that he was missing important emails notifying him that his domain name was about to expire. Because of this simple mistake, Marty lost not only his domain name to a competitor, he also lost countless hours of hard work and months of progress. Don't make Marty's mistake—Keep your information current!

Update your new e-mail information in our system online. We've made it easy! [Here's how to do it ...](#)

❖ Refer a Friend

Refer a friend to Aplus.Net and get a FREE month of hosting! Make sure your friend remembers to mention your name and email address when signing up.

❖ Feedback

What do you think of our newsletter format? Let us know! Email us any of your feedback regarding the newsletter at . We're always looking to improve, and we're always happy to hear your suggestions!

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