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❖ Protect Your Server and SAVE!



At Aplus.Net, we go out of our way to make sure your online services are as safe and secure as possible.

That's why we've just kicked off a new sale to help you keep your network as safe as possible with our world-class Aplus.Net Firewall Service for your dedicated server. For a limited time only, we're waiving the set-up fee for new dedicated server firewalls. That's a \$99 value — absolutely free!

Why do you need a firewall? A firewall acts as your own personal security force. Even in the event of a full-scale attack, your applications will still run smoothly — because the firewall hardware is dedicated to protecting your server.

Don't delay! Each day you spend without a firewall is a day spent with unnecessary risk. Call 1-866-566-8766 [or click here](#) to sign up today!

❖ Free Month of eTraffic for Custom Design Customers!



You're doing the right thing — you're getting professional web design that gives your website a unique identity and helps to set you apart from the competition.

But why stop there? For a limited time only, when you sign up for Aplus.Net Custom Web Design services you'll also get a free month of eTraffic! That's a \$24.99 value, for free!

With eTraffic, Aplus.Net brings customers to you. Get our world-class eTraffic service, and get at least 120 qualified visitors to your site per year — guaranteed! How does it work? Aplus.Net manages a Pay-Per-Click program for your website, getting you visitors from sites such as Google and Yahoo! with an estimated 6,000 impressions for your ad.

Don't wait! Call our web design pros today at 1-866-966-2966 for your free quote!

Hurry — these savings won't last forever! For more details, [visit our website](#) today!

❖ Small Business Center

Managing Those Credit Card Blues



Most small business owners have a love/hate relationship with their credit cards. On the positive side, they're an invaluable tool for getting your business off the ground. On the negative side, they often add up to debt that's hard to shake off in your company's formative years ... especially if those formative years don't deliver instant success (as is often the case).

But if credit cards represent an evil, it's a necessary one. Unlike most consumer debt — where credit card debt is often attached to sometimes frivolous purchases— small business credit card debt is almost always an essential component of getting started.

In other words, credit cards are a tool that most entrepreneurs need. The trick, then, is in using the tool smartly — especially in a tightening economy when many lenders are seizing upon any opportunity to ramp up APRs. (This isn't just speculation — a recent survey by the National Small Business Association (NSBA) found that "a majority of small business owners (53 percent) say their credit card terms have grown worse over the past five years.")

Keith Girard, writing in AllBusiness.com, recently offered the following information to keep in mind before you make the leap into credit card debt.

Most small business owners are unlikely to cut up their credit cards. But it is possible to restore some of the love by finding cards that don't have the so-called "tricks and traps" that put the bite on your finances. Here are some to avoid:

Universal Default: A card issuer increases your interest rate if you are late on an unrelated payment to a different credit card company, a utility company, or a mortgage lender, even though it may be unrelated to your business.

Double-Cycle Billing: A card issuer charges interest on the entire original balance, even part of that balance that was subject to an interest-free period and may have been paid off in part.

Retroactive Fee Increases: A card issuer applies interest rate increases or penalty rates not only on new charges, but also on previous charges as well. According to the Consumer Federation of America, no other industry in the country is allowed to increase the price of a product once it is purchased.

Interest on Transaction Fees: Some card issuers not only charge interest on purchases but also on the fees they tack onto the bill.

Selective Application of Payments: Some issuers apply a customer's payments to the card balance with the lowest interest rate first, instead of the highest rate.

Although credit card disclosure statements may be tough to decipher, you can call the credit card company directly and ask about these practices. You can also go to a number of consumer credit Web sites, such as LowCards.com or CardRatings.com to comparison shop. Small businesses may be hooked on plastic, but owners may find that they still have the power to shape the relationship if they ask the right questions.

[Click here](#) to read "Can't Live Without Credit Cards? Here's How to Live with Them" at AllBusiness.com. And remember to check out the [Aplus.Net Blog](#) every day to get even more small business tips and advice, straight from the pros!

❖ Product News

Product Upgrades

We're happy to announce the latest set of upgrades to some of our most popular Aplus.Net control panel tools:

File Manager



By next week, the Aplus.Net File Manager will offer the following new capabilities:

- Drag and drop function
- Windows-like multiple selection and manipulation feature
- A faster, cleaner interface and design

Based on the positive feedback we've received from the last round of upgrades, we're confident that you'll be even happier with this latest edition of the File Manager. As always, we welcome your feedback and insights: Please email with any thoughts.

Shared Hosting Upgrades



Our award-winning shared hosting plans now offer:

- Semi-automated Secure Shell (SSH), outbound and tomcat activations (available via the 'support request' section for any hosted domain)
- New bulk management options for email boxes, forwarders and domain registrations.

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

❖ Company News Coverage and Awards

Aplus.Net Takes Home Multiple Year-End Awards! In December and the beginning of January, Aplus.Net was proud to receive the following industry awards:

- Top 5 Hosting Company by TopHosts.com
- Top 5 SEM Hosting Company by TopSeos.com: December 2007 and January 2008
- FindMyHost.com Editors' Choice Award for Best E-Commerce Web Host: December 2007
- Web Host Directory Number 2 Best Unix Web Hosting Award: December 2007

News of Aplus.Net's awards was carried throughout the Internet. You can read about it on the following websites:

- [Aplus.Net Official Press Release](#)
- [Web Host Talk](#)
- [CompareWebHosts.com](#)

Aplus.Net's New Promotions (see our two top stories, above) were big news around the web hosting world earlier this month. Some of the industry's biggest and brightest online publications carried the story. Click any of the following links for more details:

- [The WHIR](#)
- [HostingTech.com](#)
- [HostSearch.com](#)
- [TopHosts](#)
- [MyHostNews](#)

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

❖ Expert Opinion

5 Tips for Effective Marketing

In today's hyper-competitive world of online business, how can you win over customers when millions of other voices are also screaming for their attention? Check out today's Expert Opinion for five ways to stand out from the crowd.

[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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