



Best of the Web Offers Free Online Advertising

Thousands of highly valuable categories available for free trial sponsorship.

Uniondale, NY ([PRWEB](#)) June 14, 2006 -- [Best of the Web](#), “the Internet’s oldest directory,” has re-launched a major promotion designed to demonstrate the search engine’s value to advertisers, risk-free.

A comprehensive, searchable directory that promotes a better online experience by recognizing and categorizing the best of what the Internet has to offer, Best of the Web generates more than 2 million page views every month. The even bigger news is that the highly popular BOTW Directory is once again offering webmasters the opportunity to enhance the online visibility of their sites through [free advertising](#) within a directory category.

Thousands of highly valuable directory categories—from [arts](#) to [sports](#) and everything in between—are available for exclusive sponsorship as there are no more than three sponsors displayed per category. Sponsors can choose the categories that most closely match their own content or that attract the customer demographic they wish to reach.

“Best of the Web is a trusted online authority that gives advertisers intimate access to the very kind of potential clientele they are trying to reach,” said Brian Prince, CEO of Best of the Web. “Unlike many directories, Best of the Web is human-edited and focused on quality. The users who rely on our services trust in the meaningful guidance that we provide. They take seriously the results that a Best of the Web search generates right down to the links to the advertisers who sponsor the category in which they are searching.”

Within a few hours of setting up a new account, an advertiser’s sponsorship displays at the top of the relevant category of its choosing and alongside search results. Sponsors are also displayed in the BOTW [Blog Directory](#) search results, providing advertisers the opportunity to tap into the growing base of blog readers. And Best of the Web immediately provides sponsors with the ability to easily manage their own accounts. Advertisers simply login to check the performance of their accounts and can request updates as often as they like.

“Our advertisers have reported phenomenal results since beginning category sponsorship with BOTW,” said Greg Hartnett, president of Best of the Web. “We decided to re-launch the [free advertising](#) sponsorship promotion to give a new round of advertisers a chance to test Best of the Web’s waters and connect with our many loyal, repeat users.”

Best of the Web’s category sponsorship is free for 60 days and then incurs a monthly charge thereafter. Best of the Web offers the first sponsorship position at a cost of \$49.95 per month—or the second- or third-place sponsorship spots for \$39.95 per month—upon completion of the 60-day [free trial](#).

All sponsorships must conform to Best of the Web’s [minimum site criteria guidelines](#), must be relevant topically to the category being sponsored, and can be paid for with Visa, MasterCard, American Express or Paypal. For more information about category sponsorship and Best of the Web’s 60-day risk-free trial, visit <http://botw.org/helpcenter/sponsor.aspx>.



About Best of the Web

“The Internet’s oldest directory,” [Best of the Web](#) got its start in 1994 by empowering the burgeoning online community to nominate and vote for best-of-class websites in a variety of categories. As the Internet grew in popularity, Best of the Web evolved into a comprehensive directory categorizing content-rich, well designed websites. Today, whether the topic at hand is choosing a college, refinancing a mortgage or planning a party, botw.org gives meaningful guidance to many an Internet user. Best of the Web recently launched its newest offering, a guide to the best in the world of blogs, the [Best of the Web Blog Directory](#). For more information on the Internet’s oldest directory, visit botw.org.

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BEST OF THE WEB

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Online Web 2.0 Version

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