



## **Justaddadollar.com - A brand New Innovative Online Advertising Idea is Here**

*Justaddadollar.com is launched! It is an innovative and effective new online advertising concept: Every one-dollar bill on the homepage of justaddadollar.com is an ad space where you can place an image that links to your website. The price for placing an ad starts at \$10, and this figure increases by \$1 with each ad sold. Each new ad will take the Top Dollar spot where it is most visible, and the previous ads will be shifted downward to be listed in the smaller ad spaces underneath.*

Bath, United Kingdom, August 10, 2006 --(PR.com)-- A brand-new innovative and effective online advertising platform is here - JustAddADollar.com is launched.

JustAddADollar.com aims to offer companies and individuals a groundbreaking new platform to promote their businesses online.

Incorporating the front of a US Dollar bill into the design, the homepage of JustAddADollar.com contains many \$1 bills (161 pixels wide x 68 pixels tall each). Each one-dollar bill is an ad space that links to the advertiser's website, including a TOP DOLLAR premium advertising spot on top of the page (499 pixels wide x 211 pixels tall). The concept is simple: Starting from a launching price of only \$10, businesses can place an ad banner on the homepage of Justaddadollar.com. The price for an ad space increases by \$1 with each ad sold. Each new ad will be displayed in the TOP DOLLAR spot where it is most visible, and the old ads will be shifted downward. All ad banners will stay on the homepage for as long as the site exists.

People's curiosity and the power of word-of-mouth is what will make this idea work for the advertisers. People are generally interested and intrigued by how other people make money and how they spend it. When they see an innovative idea that works and makes hundreds of dollars on one ad space, their interests expand. They will also want to know who will be adding that extra dollar to become the new Top Dollar owner. The visitors come back often, wondering how much people are willing to pay for an ad space. As the price goes up, more people will return, eager to see how high the price will go. Advertisers are in a win-win situation - whatever amount they pay is justified because the price itself is the novelty that drives the site traffic.

The rationale behind the increasing price is that as more and more people visit the site, through promotions or word-of-mouth, the adverts naturally become more valuable. As the ads gain value, the \$1 increase in each ad sold will correspond roughly with the increase in interest. As long as the site continues to grow, advertisers will find an increasing return on the investment. Nevertheless, the earlier you start your exposure on the website the more money you can save!

Once purchased, the adverts will stay on the site for as long as the site exists. JustAddADollar.com will be talked about, visited and remembered by millions of people around the world. Place your advert today and become a part of it!

\* For further information please send your enquiries to [press@justaddadollar.com](mailto:press@justaddadollar.com)



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