

# AdBlade Campaign Briefing

- **Tips, tricks, & warnings**

- On AdBlade, run newsbullets (298x224) exclusively, because 300x250 images (our go-to size on most traffic sources) have a minimum CPC of \$2. That's pretty expensive. So, stick with newsbullets and 50c CPCs.
- These guys are pretty easy to work with, but they prefer family-friendly creative (e.g., no nudity, cleavage, or sexually-suggestive images). So, try risqué creative if you like, but I'm not confident they'll be approved. That's why all the creative I've given you are squeaky-clean.
- I'd run 2 versions of these 4 campaigns—one that runs all the time, and one that runs from Friday 6:00 PM to Sunday 10 PM (see the walk-thru video for more details on day parting).
- In the affiliate link
  - Replace xxxx with your Clickbank user name
  - Add a tid that refers to AdBlade, the campaign, and your graphic

- **Adonis**

- Try the 5 graphics + 2 headlines, then focus on the combo that works best for you.

- **Venus**

- Not sure if they'll accept "belly" shots—many traffic sources don't—but give it a shot. Those graphics highlight the prospect's pain.
- Combine the graphics + headlines + body copy any way you like. For the athletic women, I don't talk about belly fat or tips for tiny bellies—I mention flat bellies. But, this is your campaign, so build the creative any way you like. Just make sure your tid shows the graphic number, headline number, and copy number, so you'll know which combo gives you the best ROI.

- **Diabetes**

- Try the 3 graphics + 2 headlines. I haven't run a diabetes campaign on adBlade, so I'm not sure how they feel about the stomach-injection graphics. But try them. They certainly get your prospects' attention.

- **Heartburn**

- Try the 4 graphics with the headline + body copy. All these graphics should be approved. Heck, even Facebook approved them.