

Choosing the Best Revenue Models For Your Business

12 Business Model Case Studies

The Father of Modern Advertising

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

—*John Wanamaker, “The Merchant Prince”
and father of modern advertising*

Mequoda Revenue Pyramid



Endorsements

Selling Endorsements / Sponsorships

The screenshot shows a website for 'VIDA Y SALUD' with a navigation menu and a main content area. The main content area features a Colgate Total advertisement and a video player for 'Salud Oral'. The advertisement includes a photo of Dr. Aliza A. Lifshitz M.D. and a banner for Colgate Total toothpaste. The video player shows a close-up of a smiling mouth with a play button. Below the video player is a playlist titled 'Salud Oral (1 videos)'. The website also has a sidebar with a 'Temas' section listing various health topics.

¿Tienes una cuenta? Por favor, [Ingresar aquí](#).

VIDA Y SALUD™
EN LÍNEA CON LA DRA. ALIZA™

Lleva a casa la saludable sensación después de una limpieza dental con 

ALIZA A. LIFSHITZ M.D. Nuestro patrocinador

Portada | Salud de A a Z | Remedios Naturales | Recetas Saludables | Mayo Clínico | Reportes Gratis | Grupos de Apoyo | Dra. Aliza

Inicio | [Navegar por Temas](#) | [Archivo de Artículos](#) | [Boletines Quincenales](#) | [RSS](#) | [Colaboradores](#) | [Sobre Vida y Salud](#)

¡No te pierdas este reporte gratis sobre la Diabetes Mellitus!

Toma control de tu salud. Actúa ahora para obtener inmediatamente la descarga gratuita del reporte, *7 Cosas Que Debes Saber de la Diabetes Mellitus*.

Simplemente introduce tu correo electrónico y haz clic en el botón de abajo. Te enviaremos un enlace para bajar tu copia gratis de este importante reporte.

Introduce tu Dirección de Correo Electrónico [¡Sí, quiero mi reporte gratis!](#)

Salud Oral

Playlist: Salud Oral (1 videos)

Colgate Total

¡Para dientes limpios, pulidos, más sanos!

MÁS VIDEOS DE SALUD EN NUESTRO CANAL DE 

Temas

- Adolescentes »
- Bebé »
- Belleza »
- Cáncer »
- Corazón »
- Diabetes »
- Dieta y Nutrición »
- Ejercicio »
- Embarazo »
- Estrés y Salud Mental »
- Hogar y Familia »
- Hombres »
- Medicina al Día »
- Medicina Natural »
- Mujeres »
- Niños »
- Salud Oral »
- Salud Sexual »
- Salud Visual »

Gracias por visitar nuestra sección de salud oral, también conocida como salud bucal o salud dental. Piensa en todo lo que haces con tu boca: comer, sonreír, hablar, besar, oler, degustar, masticar y tragar, entre otras acciones necesarias o placenteras en nuestra vida cotidiana. Cuando hablamos de salud oral nos referimos al estado de la boca, incluyendo la lengua, los dientes, las encías y los tejidos que los sostienen. En esta sección encontrarás información sobre la higiene dental y sobre algunos de los problemas causados por la falta de higiene bucal como son las caries o picaduras, el sarro, la placa, la gingivitis, la periodontitis y el mal aliento o halitosis. También aprenderás acerca de los tratamientos dentales, de la endodoncia, la odontología, la ortodoncia, la periodoncia, las prótesis y los implantes dentales y el blanqueamiento dental. El cuidado deficiente de los dientes puede influir en nuestra salud física, porque los problemas dentales pueden indicar que algo más está pasando en nuestro cuerpo. Así que infórmate aquí, visita a tu dentista y hazte la limpieza de los dientes dos veces al año. Con un poco de cuidado y voluntad, puedes seguir luciendo una sonrisa saludable por muchos años. Porque ya sabes, no hay nada que una linda sonrisa no pueda lograr. Con cariño, Doctora Aliza

[Suscríbete GRATIS a nuestro Boletín Quincenal sobre Salud Oral](#)

[RSS](#)

Artículos recientes sobre Salud Oral:

[¿Qué relación hay entre la enfermedad periodontal y la artritis?](#)

Brand

Massive Traffic

Exclusivity

Keywords: 347,322 | Pages : 2,533,571 | Referring Sources: 1,783 | Unique Visitors: 1,122,517 | PR: 6

Listings

Selling Listings

The screenshot shows the Mediabistro website interface. At the top, there's a navigation bar with links for 'TVNewser', 'Facebook Marketing Boot Camp: Apr. 24', 'AppData', and 'more'. A date '11:06 PM April 8, 2012' is displayed on the right. Below the navigation, there's a banner for the 'AllFacebook Marketing Conference San Francisco' with a 'REGISTER TODAY' button. The main header features the 'mediabistro' logo and a search bar. A secondary navigation bar includes 'Jobs', 'Courses', 'Events', and 'News'. The main content area is divided into two columns. The left column features a 'Media News' section with a date 'Sunday Apr 08, 2012'. It includes an article titled 'Event Photos: Cocktail Party in Dallas' with a photo of two women at a party. Below it is another article 'Elevator Pitch: Jux Is Blogging Without the Crap' with a video player showing a man speaking. The right column features a social media widget with a Facebook 'Like' button and a 'REGISTER TODAY' button for the 'Facebook Marketing BOOT CAMP' scheduled for 'April 24 - May 29, 2012'. Below this is a 'FEATURED EMPLOYERS' section with logos for 'MIND OVER MEDIA' and 'SHEFINDSMEDIA', and a 'JOBS OF THE DAY' section.

Massive Traffic

Competitive Pricing

Interactive Matching Service

Keywords: 948 | Pages: 854,000 | External Links: 282,741 | Unique Visitors: 665,300 | PR: 7

Impressions

Awareness For Other Brands: Impressions

The screenshot shows the Forbes website homepage. At the top, there's a navigation bar with the Forbes logo, 'Real Time' (with '+17 posts this hour'), 'Most Popular' (with '5 types of Innovators'), 'Lists' (with 'Best Places For Business'), and 'Video' (with 'Highest-Paid Actors'). A search bar is on the right. Below the navigation, the 'Top Stories' section features a large article titled 'Financial Executives Confess: Sure, We Lie And We Cheat' by Frederick E. Allen. To the right, there are several smaller article teasers, including 'MF Global Part 2? Futures Brokerage Missing \$200M-Plus In Client Funds' and 'Bill Gates Upe His Bet On Automotive Engine Maker EcoMotors'. A 'ForbesVideo' section is also visible. Below the top stories, the 'Most Popular' section lists '1. The End of Middle Managers (And Why They'll Never Be Missed)'. At the bottom, there's a 'Recommended' section with a row of small profile pictures and a 'Social' section with icons for Facebook, Twitter, and LinkedIn.

Brand
Reach
Targeting

Keywords: 8,389 | Pages: 1,170,000 | External Links: 456,694 | Unique Visitors: 9,449,089 | PR: 8

Clicks

Selling Clicks

The screenshot shows the About.com Southern Food website. The search bar at the top contains the text "southern food". The navigation menu includes "Southern Food", "Easy Recipes", "Classic Dishes", and "Holiday/Seasonal". The main content area features a "Cookout Recipes" section with a photo of a dish and a "Free Southern Food Newsletter" sign-up form. There are also several advertisements for products like "Sale On Crocs Shoes" and "Yummy Breakfast Recipes".

Must Reads

- Crockpot & Slow Cooker Recipes
- Chicken and Pasta Recipes
- Slow Cooker Chicken Recipes
- Macaroni and Cheese Recipes
- Main Recipe Index

Diana Rattray
Southern Food Guide

- Sign up for My Newsletter
- My Bio

• [Headlines](#) • [Forum](#) Guide since 1997

Ads

Philadelphia@ Cookbook
Get Your Season 2 Real Women Of Philadelphia Cookbook For Free!
www.RealWomenOfPhiladelphia.com

Smoothies For Weight Loss
Find Smoothies For Weight Loss. Learn How To Get Fast Results Today
StayingFit.com

Find Recipes


Advanced Search

Browse by: [Course](#) - [Occasion](#) - [Ingredients](#)

Browse Topic

- ▶ [Appetizers and Snacks](#)
- ▶ [Beef and Lamb Recipes](#)
- ▶ [Chicken & Turkey Recipes](#)
- ▶ [Crockpot Recipes](#)
- ▶ [Casserole Recipes](#)
- ▶ [Pork and Ham Recipes](#)
- ▶ [Fish and Seafood Recipes](#)

Cookout Recipes



Here are some of my favorite recipes for family cookouts, including delicious vegetable, pasta, and potato salads, grilled meat and poultry, sauces, grilled veggies, and more.

[Read More](#)

Free Southern Food Newsletter!
Enter email address
[Discuss in my forum](#)

Ads

26 Diabetic Recipes
Easy and Delicious Recipes that are Good for Diabetics
www.ChewOnIt.com/Diabetic-Recipes

Foods That Cause Joint Pain
Learn about foods that cause joint pain. Get help & feel better right here.
ArthritisGuidance.com

Lose Belly Fat Naturally
3 sneaky hormones that are making you fat & how to stop them now.
www.RealDose.com/Weight-Loss

Advertisement


Sale On Crocs Shoes
Crocs As Low As \$9.99 & Free Shipping On All Orders, Buy Today!
Crocs.com

Yummy Breakfast Recipes
Get The Scoop On Yummy Breakfast Recipes
Mothergooseclass.com

Lose Belly Fat Naturally
3 sneaky hormones that are making you fat & how to stop them now.
www.RealDose.com/Weight-Loss

Easy and quick recipes?
Find out our easy and tasty Igor Gorgonzola video recipes!
www.igornovara.it AdChoices ▶

Homemade Peach Raspberry Jam
Monday July 9, 2012



This peach and raspberry jam is a wonderful combination of flavors. Make this delicious jam to give to friends and family, but make sure you keep a jar for yourself.


[Recipe: Peach](#)

Raspberry Jam

More Recipes

- ▶ [Spiced Caramel Pear Jam](#)
- ▶ [Fig Jam](#)
- ▶ [Peach Cobbler Preserves](#)

Related Video



5 Quick Homemade BBQ Sauces

Mass

Segmentation

Accountability

Keywords: N/A | Pages: 6,500,000 | External Links: 5,296 | Unique Visitors: 2,154,152 | PR: 6

Not affected by Penguin or Panda

southernfood.about.com

SAVE THIS SITE

ADD TO SAVED GROUP

COMPARE

Industry Category ▶ Hobbies and Interests ▶ [Cooking](#)

Site Summary

Subdomains (885)

Search Referrals

Traffic Dashboard

Incoming Traffic

Outgoing Traffic

Related Sites

New

Unique Visitors

vs

Compare Second Metric

Add to Dashboard

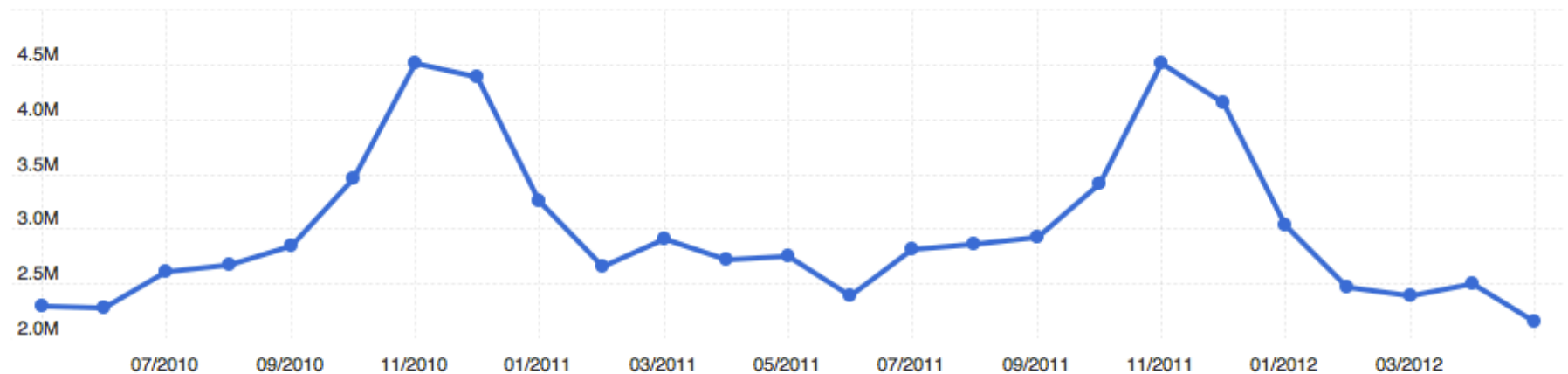
7D 30D 3M 6M 1Y 2Y

Export CSV

Embed Graph

Permalink

Unique Visitors



Leads

Selling Activity For Other Brands: Leads

The screenshot shows the Computerworld website homepage. At the top, there are advertisements for IBM and Intel Xeon. The main navigation bar includes 'COMPUTERWORLD', 'White Papers', 'Webcasts', 'Newsletters', 'Solution Centers', 'Events', 'Magazine', and social media icons. Below the navigation bar is a search bar and a secondary menu with categories like 'Topics', 'News', 'In Depth', 'Reviews', 'Blogs', 'Opinion', 'Shark Tank', 'IT Jobs', and 'IT Verticals'. The main content area features several articles and a sidebar. The primary article is 'Xerox's outsourcing one year later: layoffs' under the 'Privacy' category. Other articles include 'BYOD: Big security, small devices' under 'Security' and 'Delayed BlackBerry 10 smartphones adding video chat, CEO says'. A large advertisement for Red Hat Enterprise Virtualization 3 is prominently displayed. The right sidebar contains a 'Become an INSIDER today' sign-up section and a 'Our Twitter Feed' section with tweets from @computerworld.

Brand

Database

Customization

Keywords: 713 | Pages: 209,000 | External Links: 340,186 | Unique Visitors: 522,378 | PR: 7

Merchandise

Selling Merchandise

The screenshot shows the Cutratecrafts website interface. At the top, there are navigation links for Knitting, Crocheting, Sewing, Beads, and Books. The logo for Cutratecrafts is displayed with the tagline '15-30% Savings Everyday'. A search bar contains the text 'interweave' and a 'Search' button. Below the search bar, there are links for 'My Account', 'Order Status', and 'Help'. A purple banner advertises 'FREE SHIPPING on orders of \$100 or more, see details'. A navigation menu includes 'Brands A to Z', 'Red Heart', 'Yarn', 'Fall Crafts', 'Halloween', 'Christmas', 'Blog', and a 'SALE' button. The breadcrumb trail reads: Home » Knit & Crochet » Knitting Books » Interweave Press-Fearless Knitting Workbook. On the left, a 'Categories' sidebar lists various items like Fine Art, Needle Arts, and Holidays. The main product area features a large image of the 'fearless knitting WORKBOOK' cover, which is titled 'THE STEP-BY-STEP GUIDE TO KNITTING CONFIDENCE' by Jennifer E. Sartori. To the right of the image, the product details are listed: 'Interweave Press-Fearless Knitting Workbook', SKU: 409740 / MFG #: IP-81491, a 'Like' button, a list price of \$24.95, a 'You Save' of \$3.74 (15%), a sale price of \$21.21, and a total price of \$21.21. Below the price, there is a quantity selector set to '1' and an 'Add to Cart' button. At the bottom of the product area, there are tabs for 'Overview', 'Dimensions & Weights', and 'Reviews', and a 'Related Products' section with a link to the 'INTERWEAVE PRESS-Fearless Knitting Workbook'.

Consumable Inventory

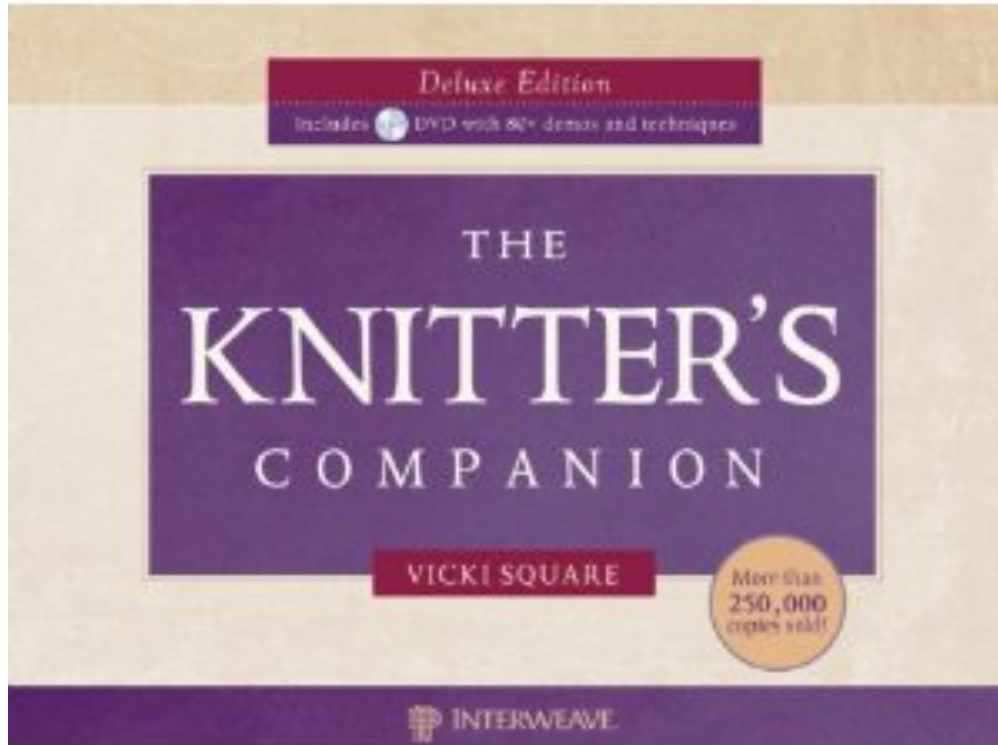
Comprehensive Selection

Discount Pricing

Keywords: 652 | Pages: 45,329 | Referring Sources: 1,803 | Unique Visitors: 119,312 | PR: 4

Books and Reports

Selling Books & Reports



Evergreen Bestsellers

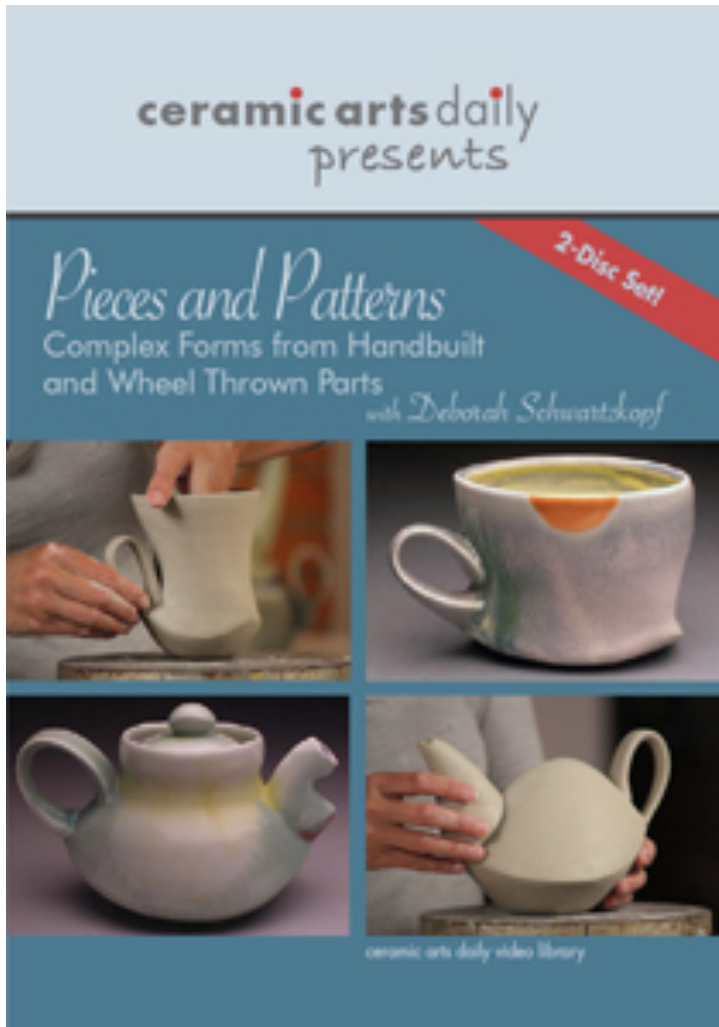
Endemic Content

Recycled Content

Keywords: 61,111 | **Pages:** 9,492 | **Referring Sources:** 410 | **Unique Visitors:** 322,180 | **PR:** 5

Instructional Videos

Selling Instructional Videos



Evergreen Bestsellers

Endemic Content

Production Capability

Keywords: 41,617 | **Pages:** 32,180 | **Referring Sources:** 2,804 | **Unique Visitors:** 122,847 | **PR:** 6

Magazines

Selling Magazines

The Economist website homepage screenshot. The top navigation bar includes 'The Economist' logo, 'Log in', 'Register', 'Subscribe', 'Digital & mobile', 'Events', 'Topics A-Z', 'Newsletters', and 'Jobs'. A search bar is present. Below the navigation, there are featured articles and a cookie consent banner. The main content area includes a large article titled 'Barclays and the LIBOR scandal' with a sub-headline 'The eagle has floundered' and a list of related articles. There are also smaller articles like 'Digital archives Lost in cyberspace' and 'Censorship in China Monitoring the monitors'. A sidebar on the right contains a 'Debate' section about Euro debt and a 'Poll' about income inequality. The bottom of the page features an advertisement for 'The Economist' with the slogan 'just got smarter'.

Authoritative Voice

Periodic Need

Portable Format

Keywords: 776 | Pages: 1,150,000 | External Links: 595,521 | Unique Visitors: 576,800 | PR: 8

Newsletters

Selling Newsletters

The screenshot shows the Kiplinger website interface. At the top, there are navigation tabs for HOME, MAGAZINE, NEWSLETTERS, STORE, and CUSTOMER SERVICE. The date Jul 11, 2012 is displayed in the top right corner. Below the navigation, there are several promotional banners and a search bar. The main content area is titled "The Kiplinger Letter" and features a "Subscriber Login" section with input fields for "E-MAIL ADDRESS" and "PASSWORD", and a "Go" button. Below the login section, there are several links and instructions for subscribers, including "Forgot Password? Click here.", "New e-mail address?", "Purchase a subscription", "Set up online access", "Download Adobe Reader", and "Enable 'Cookies'". On the left side, there is a thumbnail image of the newsletter and a list of links for "The Kiplinger Letter", "The Kiplinger Tax Letter", "The Kiplinger Agriculture Letter", and "Kiplinger's Retirement Report".

Niche Topic

Advisory Voice

Dense Format

Keywords: 898 | Pages: 637,000 | External Links: 36,237 | Unique Visitors: 723,393 | PR: 7

Websites

Selling Websites

The screenshot shows the Morningstar website interface. At the top left is the Morningstar logo. To its right are links for "Log in" and "Direct to Morningstar.com". Below the logo is a prominent banner: "Start Your Free 14-Day Trial Today!" with a blue "Free Trial" button. Underneath this is a section titled "Powerful Tools and Valuable Insight" and "Maintain your investment edge with Morningstar Premium." A sidebar on the left lists navigation options: "Analyst Research", "Portfolio X-Ray", "5-Star Stocks", "Favorites & Red Flags", "Timely Alerts", and "Premium Rates". The main content area features a "Snapshot" for "Procter & Gamble Company PG". It includes a "Morningstar Rating" of three stars, a "Stock Price" of \$67.97, and a "Fair Value Estimate" of \$77.00. An "Analyst Note" dated 08-05-2008 by Lauren DeSanto is displayed, discussing the company's performance and guidance. At the bottom of the page, another "Start Your Free 14-Day Trial Today!" banner with a "Free Trial" button is visible.

Current Content

Comprehensive Content

Interactive Content

Keywords: 1,235 | Pages: 3,380,000 | External Links: 267,431 | Unique Visitors: 1,137,334 | PR: 8

Events

Selling Events



Current Content

Comprehensive Content

Interactive Content



Keywords: 1,996 | Pages : 31,838 | Referring Sources: 247 | Unique Visitors: 6,297 | PR: 5

Mequoda Revenue Pyramid



Thank You

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