

### Different Forms Of Advertising

Here are some of the most common forms of advertising that you can explore and use to monetize your sports website.

#### Display Advertising

Display advertising refers to personalized ads that appear on websites, social media platforms or mobile apps. In most cases, those ads are served through Google Display Network which is one of the largest display ad platforms in the world.

#### Direct Ads

Another type of advertising that's fairly common in the online space is direct advertising. This refers to website owners selling ad space and interested companies paying for that space to advertise their products or their business in general.

#### Affiliate Marketing

Affiliate marketing refers to promoting someone else's product for a commission. The way it works is simple: you get a special affiliate link and use it on your website in a blog post or on a page. For each person that clicks and makes a purchase through your link, you get a percentage of a sale which is known as a commission.

## Sponsored Content

Sponsored content is another form of advertising where you publish a blog post or another piece of content that promotes a specific product, service or business with a link back to their website.

Another type of sponsored content is simply a link that you put on a page on your site that tells visitors to go visit it. In some cases, your visitors will be able to get a special deal like a discount, BOGO (Buy One Get One) offer or another type of deal.

## How To Display Advertising On Your Website

Now that you know what are different forms of advertising, let's take a look at how you can display advertising on your sports website.

### Website Header And Footer

Website header is typically the prime spot for displaying ads on your website since the header is the first thing your visitors see. It's a great spot for display ads, affiliate marketing banners or direct ad banners.

Similarly, your website footer can also be an effective place to display ads. It's the last thing your visitors see before navigating away so this is a good spot to include display ads or affiliate marketing banners.

### Blog Sidebar

Blog sidebar is another prime spot for displaying ads. Your sidebar is a great choice for display ads and affiliate marketing banners. It's also a great spot for selling direct ad space.

You also have more variety in ad banner sizes with a sidebar. You can display square or rectangle ads as well as tall rectangles known as skyscraper banners.

## **Within Or Below Blog Posts**

Blog posts work best for affiliate marketing and sponsored content. However, you can also use blog posts for display ads and direct ad space. If you decide to display ads in a blog post, play around with the placement to ensure your readers and visitors aren't getting annoyed by the ads in the middle of your blog post.

You can also display ads below blog posts. This is a great solution because it won't disrupt your content and your visitors will still see the ad.

## **Video Ads**

If you're publishing a lot of video content (like your match replays), you can insert ads at the beginning of your video, in the middle or just before it ends. You can use this with Google AdSense and insert ads into any Youtube videos that you've published.

You can also use video ads with direct ads and sponsored content and promote them either at the beginning or at the end of your videos.

## **Sponsor Page**

Finally, don't forget that you can also have a dedicated sponsor page where you can include logos that link to your sponsor websites. This approach also works well for affiliate marketing.