

80by15.com

How are we different?

In order to help you understand what makes 80by15.com different than the countless number of other pixel pages out there, we wanted to take a bit of time to let you know. First we'll answer a few questions that you may have and then we'll let you see how 80by15.com is different than the rest.

Questions and Answers:

What is a pixel page?

A pixel page is the unique idea of selling advertising space at a website usually 1 pixel at a time and usually in blocks of 10 x 10 pixels (or simply a block of 100 pixels). The prices vary per pixel from \$0.01 to \$2.00 (even more).

This idea, as far as we can tell, started with a UK student started selling these blocks of pixels at \$100 each (or \$1 for 1 pixel with a minimum of at least 100 pixels per ad space).

Why would anyone want to do this?

The reason can vary; to earn money, to help companies and websites advertise, and so on. We're sure that there are a number of reasons.

Why would I buy ad space at some of those prices?

Depending on the pixel page your traffic could increase dramatically. If you're selling something at your site it increases your earning potential. If your website is full of content you can help get your message out. It's basically all the advantages that go along with other advertising methods.

How 80by15.com is different:

80by15.com is a bit different than the other pixel pages that you will find in a few ways.

First we are not using some pre-packaged script. We feel that this is important because of the website look as well and the security of some scripts. If there is bug in the script and it becomes exploited how many of these sites will be affected? We also don't know the level of programming experience of these website owners which means that anything could happen. If the site goes down, can they fix it?

80by15.com is working closely with [DMG Design and Development](#) a web design and development company with the experience and expertise to keep our website up to date, secure, unique in appearance and function.

80by15.com also has a method to track the number of clicks that your website ad is receiving so that at any time you can see how many clicks you've been getting at our site.

Secondly, 80by15.com does not follow the typical approach of selling 1 pixel at a time. We sell advertising space in blocks of 80 by 15 pixels (80 in width, 15 in height). This, commonly called, micro button is typically used among blog websites. We feel like this is the perfect size to challenge companies and individuals to work with a button size they may normally not be use to which is why we say it's an **Art and Ad Challenge**. 80 x 15 pixels isn't much to work with so each micro button must attempt to stand out from the rest.

Another reason that we're not selling 1 pixel at a time is so that everyone has an equal chance at getting their advertisement noticed. Larger companies may be able to afford larger space on other pixel pages causing the smaller ads to become hard to read. Basically the larger the ad the more likely it will be clicked on. This means a company spending \$100 on a block of ad space may have just wasted the \$100 if other ad spaces are spending \$1000 or more.

80by15.com is also planning on donating up to **\$100,000** to charity. A total of \$79,000 is planned to go to the March of Dimes once we sell all our ad space. The remaining \$21,000 will be raffled off among our ad space members where the winners will be allowed to select the charity they would like us to donate money to under their name.

We do understand that some people may think our donations are a scam or that we will not make good on our promise. We are currently working out some details with the March of Dimes to find a way to show our pledge to donate money. More information on that will be available as we work out the details.

The remaining money earned from this website will be used to help pay for the cost of the website, salaries, and most importantly to future projects that will be designed to help raise more money for charities!

Many of these pixel pages promise to be online for five or more years (some maybe less). The plan for 80by15.com is to last at least five or more years as well but we plan to make sure that each month the ads and links at our site are valid. Also working with a web design and development company we can make sure that our site will be online, running smoothly, up-to-date and takes advantaged of any new technology.

80by15.com is not a new idea but it is a new approach to an idea. Some people say that there are too many similar websites out there already. We say that having a wide variety of pixel pages to pick from means you have options in order to reach your target market. 80by15.com strives to help you do just that while having fun at the same time.