

Tired from AdSense, he creates a new ads concept

A Swiss Blogger unsatisfied by the AdSense earnings of his blog decided to create his own advertising concept.

He made an initial public offering for everyone to invest in the 300.000 visitors that he is receiving daily.

By offering 100.000 permanent redirection spots the blogger aims to redirect all the visitors that hit the homepage (AnimatedHomePage.com) to a random advertiser site.

The idea spread virally through the web and is bringing now to the blog more than 500.000 visitors daily.

The blogger made public the redirections list and the global traffic stats to keep the transparency of the service .

<http://animatedhomepage.com/blog/>