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Table Of Contents

Foreword

Chapter 1:
Banner Ads Intro

Chapter 2:
Types Of Banner Ads

Chapter 3:
Finding The Right Audience

Chapter 4:
Finding The Right Sources To Buy Banner Ads

Chapter 5:
The Objective

Chapter 6:
Who Does Banner Ads

Chapter 7:
What To Avoid

Wrapping Up

Foreword

All types of advertising is beneficial to online and offline businesses. However choosing the type of advertising that is most suitable would give it the edge the campaign needs to take it to the next level. Banner ads will do that.



Using Banner Ads For Traffic

Ramp Up Your Business With Banner Advertising

Chapter 1:

Banner Ads Intro

Synopsis

Banner ads are one way on ensuring this becomes a reality from a possibility. Basically these image based promotions are usually done in a web presence through ad networks where managing the campaign is the priority. Delivered through a line of partnering websites or publishers is what allows this style of advertising to become more popular and thus more widely used.



The Basics

If the business owner chooses to display the ads on specific categories at the publishers website the added interest garnered will be from the highly targeted visitors who are interested in that particular category. This application also works when the ad is listed in under many categories and this then will generate possible interest from the whole network.

The benefits may include a wider audience being sought and derived. When this happens it would mean more people are privy to the product or service because of the banner ads being made available for viewing from a larger platform.

This also allows for the allocations to be set up a Geo targeting which the focuses on the main areas of marketing and getting customers.

There is also the benefit of having the advantage of being able to select from a larger list of categories which consist of targeted sites that project the relevant ads.

There is also the facility of being able to use behavioral targeting which makes choices based on gender, age, time of day and as positions to reach the targeted audience more efficiently. Being able to choose from several different sizes of banners is also another benefit.

Chapter 2:

Types Of Banner Ads

Synopsis

There are several different types of banner ads available for the individual's use. Ranging in size and color these banner ads are custom-made to fit the requirements of the ad idea.



The Forms

Coming in a variety of shapes and sizes makes the advertising works a little less challenging as the designs do not have to be confined to any particular size, color, or design.

All these are done using the pixel dimensions which is actually the smallest unit of color used to make up images on a computer or television screen.

The most popular style of banner usage is the full banner which measures about 468 x 60. These banner ads are a good representation of the range of common ads posted.

Though there are no severe restrictions on the sizing used, most websites have been known to impose certain limits on the memory size which is usually about 12K to 16K.

There are many varieties of banner ads available. The simplest banner ads feature only one static GIF or JPEG image which is then linked to the advertiser's homepage.

Then there are also banners which are capable of displaying several different images simultaneously. This can also be seen as an animation like presentation. Besides all this, there are also the rich media style banner ads.

These ads make use of tools like audio, video, or Java and Shockwave programs to design and display the ad content. This allows for the ads to then become interactive beyond the initial simple link functioning.

There is also the interactive nature of the banner ads. These ad styles allow the flash banners to interact with the viewer and engage them in the ad content and message. These are fairly popular as it ensures the viewers rapt attention and staying power on the page.



Chapter 3:

Finding The Right Audience

Synopsis

Advertising is very important to ensuring the target audience is reached successfully. Banner advertising has proven to be quite a useful tool when implemented properly.



Get A Grip On The Audience

When most people are surfing the internet for any useful information they will be attracted to advertisement teasers which may appear on the screen. This then creates the interest to open the sites if the information is interesting to the said target audience.

When the decision is made to use banner ads for advertising and customer awareness purposes, choosing the webpage that it is to be featured on also makes a difference in its acceptance and interest levels.

Besides being much cheaper, banner ads perform better when featured on targeted web pages. This is mainly to ensure the right target audience is reached instantly and cost effectively.

Visually striking ads are very effective in drawing the target audience desired. Using the various tools to decide on what type of design or content will most portray the site's content will be what determines the interest in the site for drawing the target audience.

The choice made must in some way reflect the idea behind the content of the site because based on this idea the target audience will be prompted to visit the site. Using brightly colored graphics makes the banner ads even more appealing and noteworthy.

Designing the banner ads with the core target audience in mind is always a wise and prudent step to take.

The ad content must be relevant and informative to the target audience. Before making the decision to purchase or place the banner ads on a certain webpage, having some knowledge of the content the website administrators will be including on the said web page is also necessary as this should always be material that is as closely related to the individual's own content as possible.



Chapter 4:

Finding The Right Sources To Buy Banner Ads

Synopsis

Many a time people encounter problems with either their choice of advertising platforms or with the ads chosen to be advertised. Banner advertising problems are no different. Although banner ads can steer a lot of traffic to a site, this traffic becomes useless if not a nuisance to the site when it prevents the real interested parties from gaining access to the site easily. Thus exercising a little patience to find the right or most suitable source to but the banner ads is worth doing.



The Right Way

As the display advertising landscapes very often is able to boasts of a large number of ad inventory choices, approaching the ad buying process objectively is best.

Media buyers are usually in the best position to identify the winning combination of inventory sources and buying methods. This enables the process of efficiently crafted display campaigns to be sought and purchased.

Because of the ever increasing need to be able to garner the biggest market share successfully the display ad spending which includes banner ads, the advertisers demand that a greater audience target is the foremost goal to be achieved.

Therefore with this goal in mind banner buying will now be expected to be able to have the advancement of impression level inventory providers like ad exchange and demand side platforms.

Ensuring the sources used does not cause the new inventory to fail in its basic intentions which could lead to a complicated process of display buying. The inconvenience here would lead to additional and unnecessary line items to an already crowded media plan.

The right sources for banner buying should be able to concentrate on the display campaign objectives, that the marketers can clearly access

the leveraged strength of each inventory source and formulate the best possible media plan that addressed both the direct response element and the brand specific goal intended.



Chapter 5:

The Objective

Synopsis

Advertisers broadly hope a banner ad will do one of 2 things. Ideally, a visitor to the publisher web site, the web site that posts the banner advertisement, will click on the banner ad and go to the advertiser's web site



What It Accomplishes

In that case the banner advertisement has brought the advertiser a visitor they would not have had differently. The banner ad is a true success if the visitor not simply comes to the web site but likewise purchases something.

Failing a click-through, advertisers hope that a publisher web site visitor will discover the banner ad and will somehow register it in their heads.

This may mean the visitor consciously notes the material of a banner ad and chooses to visit the advertiser's web site at some time in the time to come, or it may mean that the visitor simply peripherally picks up on the advertisement but is made aware of the advertiser's product or service.

This 2nd effect of ad is called branding. We've all went through the effects of branding previously. Suppose you discover ads on TV for Brand X glue day in and day out.

The ads don't appear to particularly impact you -- you don't bound from your couch to go purchase glue -- but down the road, when you're at the store browsing for glue, they might impact the determination you make.

If you don't have any additional reason to select one sort of glue over the others, you'll likely select the one you're most intimate with, Brand X, even if you're only familiar with it because of the ad.

So there are a lot of ways a banner advertisement may be successful. Therefore, there are a lot of ways advertisers evaluate banner ad success. Advertisers consider:

Clicks/Click-throughs: The number of visitors who click on the banner advertisement linking to the advertiser's web site. Publisher sites frequently sell banner ad space on a CPC basis.

Page views: likewise known as page impressions, this is the number of times a certain net page has been called for from the server. Advertisers are concerned about page views as they signal the number of visitors who may have seen the banner advertisement.

Although they don't evaluate the effectiveness of a branding crusade, they do evaluate how many visitors were open to it. The basic way to sell banner ad space is cost per thousand impressions, or CPM.

Click-through rate (CTR): This distinguishes the ratio of page views to clicks. It's expressed as the part of total visitors to a particular page who in reality clicked on the banner ad.

The common click-through-rate is something less than 1 percentage of total clicks, and click-through rates significantly higher than that are really uncommon.

Cost per sale: This is the evaluation of how much ad cash is spent on arriving at one sale. Advertisers utilize assorted means to calculate this, depending upon the ad and the product or service.

A lot of advertisers keep track of visitor action utilizing Internet cookies. This technology lets the website combine shopping history with data about how the visitor in the beginning came to the web site.

Assorted measures are more crucial to assorted advertisers, but most advertisers think about all of these factors when judging the potency of a banner ad.



Chapter 6:

Who Does Banner Ads

Synopsis

Who does banner advertisements? Pretty much anyone with PC knowledge may learn how to make a really basic banner ad.



The Way To Do It

To code the banner, merely blend the HTML tag for a link with the HTML tag for a picture. You may produce the essential graphics utilizing an easy computer art program, like Paint Shop Pro, which you may download on the net.

Basic, static banner advertisements are so easy you may make a few for your site in an afternoon, and animated GIF banner advertisements aren't much more complicated.

On the other end of the spectrum are refined rich media advertisements. Advertisements with elaborate animation or user interactivity call for much more extensive computer programming power.

Amateur banner advertisements frequently work fine; however with so many advertisements vying for viewer attention, many sites require the help of pro advertisement designers.

Great advertising agencies and pro designers not simply bring their programming skills to banner ad production, but likewise their creative thinking and extensive marketing experience.

They work to match a banner advertisement campaign with the advertiser's product or service, and to make forward-looking, eye-catching graphic material. There are a lot of advertising agencies and

free-lance banner advertisement designers serving sites nowadays, and they have a broad range of experience, power and success. They likewise have a wide range of fees: You may get a pro banner advertisement for \$50 or you may spend upwardly of \$1,000.

There are likewise sites that provide free banner advertisement creation. They either supply you with all the elements you require to produce your own banner ad, like backgrounds and fonts, or they produce a banner ad for you.

These designers and companies do this for a number of reasons. A few simply make money from advertising on their sites, a few offer free banner creation in exchange for their clients posting client banner advertisements on the customer's web site and a few designers merely produce banners as a hobby.

A few popular gratis banner design sites are:

Make Your Banner.com

ABC Banners

Atomic Arts

Like most forms of advertisement, banner advertisements vary well in quality as their creators vary a great deal in power and experience. The range is even greater with banner advertisements than with most other classes, however, as it is so easy and inexpensive to produce and place banners.

Chapter 7:

What To Avoid

Synopsis

There are so many things that could potentially harm rather than help when choosing banner ads as a tool to reach the desired target audience. The following are just some recommendations that are listed to be followed in order to limit the mistakes that are likely to be made.



What To Avoid

- Not taking the time to view the possible competition is one of the biggest follies that is usually made, thus this should be done with careful consideration.
- The use of too many words and designs could possibly end up confusing the target audience rather than coming across as being informative.

Using words and language phrases that are hard to understand or even using jargon that is not commonly understood is also another thing to avoid. Ensuring the banner is designed to give valuable and usable information is more important than designing content just for advertising purposes.

- Always avoid selecting banner ads that are not really related to the content or purpose of the site. If the choice is made based on the attractiveness factor, potential visitors who open and view this site will end up being annoyed both for the time wasted and also for the irrelevance on the information provided. This could lead to more serious repercussions like getting the site blacklisted or banning the site altogether.
- Having sound knowledge on how colors effect the viewer may prove to be rather beneficial. Using the wrong colors is to be avoided at all cost as this could have a bearing on the content in a negative way.

People often take a serious note on the association of certain colors to be linked to certain ideas or situations.

Thus using the wrong color should be avoided as it can either dampen the impact of the message or even worse negate the efforts of the site altogether.



Wrapping Up

An advertiser that's interested in posting banner ads on additional web sites has 3 general options. The advertiser may:

- Arrange to display additional websites' banner ads in exchange for them displaying its advertisement.
- Pay publisher web sites to post its banner.
- Pay an organization, generally a banner network like DoubleClick or Flycast, to post the banner on a measure of publisher web sites.

These 3 arrangements take a lot of forms and advertisers and publishers must select the particular arrangement that best suits them. If you wish to post banner ads on additional websites but don't have the money to mount a traditional ad blitz, you might decide to exchange banner advertisements with additional web sites.

There are 2 ways you are able to go about this. The first is to individually grow relationships with additional websites and trade particular banners.

This is a really natural process and helps you to place your banner ads conscientiously and post additional site banner ads that fit your site well. Your banner ad doesn't end up on very many web sites, however, unless you commit a whole lot of your time in seeking out interested webmasters.

If you wish to get your banner ad on a lot of web sites in a brief amount of time (and don't wish to pay for it) then your best bet is joining a banner exchange plan. So get going today!

