

Banner Advertising 101: Collected Information

Banner advertising is paid communication from sponsor using Internet as mass media to persuade an audience. Good banners work on two levels. They engage the mind of customers and at the same time they deliver a selling message.

Advertising: Even after you get your site effectively "promoted" (3 above) that only makes your URL available to people who are looking for it in one way or another. Even if potential customers are looking directly for your product or service, you may well be one of hundreds that are listed for your product or service in an index or available through a search engine. If you want to put your product or service in front of people who may not be looking for it on the chance that they may find it valuable, then you may want to do advertising. The idea of Web advertising is much like that in a magazine, radio, on a billboard, or on television. You put some information - hopefully information that will prove attractive to your intended audience - somewhere they will be likely to be looking anyway.

Banners: The most common form of current advertising on the Web is banners. You put a banner with a minimal description or teaser for your product or service on a popular Web page that might be likely to have your intended audience looking at it, and hope that enough viewers are attracted enough to the banner and have the time to click on it and visit your site. You can see some example banners at the Webstart [Computer and Communication Pages](#) or on the [California Organizations pages](#). Banner design is much like designing for magazine advertising except that there is typically much less space available (banners 40x400 pixels in size are common - Webstart accepts banners up to 50x450). A "pixel" is the minimum picture element on a computer monitor or screen. Screen sizes typically are available in steps from 640x480 to 800x600 to 1024x768 to 1152x864 to 1280x1024 and 1600x1200. Most graphics software will report image sizes in pixels. Some advertising is done with much smaller "logos" (e.g. [US Web Finder](#)). Banners are typically developed by the same sorts of graphic design people who do [graphics](#) for [Web site development](#). You can select any site from such lists. We also have a relationship with a designer at [NAVIS WEBtech](#), [Clair Dunn](#), who does [Web site](#) and [banner](#) development. If you would like to work through her you can be sure of getting professional banner or Web site development at a good price and smooth communication with Webstart.

Choose from:

[[white menu 37 clipart categories or each with free banners backgrounds](#)]

. If you wish to do the banner your self: In your browser click on save file as... select a folder and click OK Edit the picture in photo editing software Name and save the file and your banner is ready for upload to your links exchange

Here are some common aspects of Online Advertising. Things to do and to avoid.

Inattention

[[In online advertising](#)]

Banners are not welcome from the visitors point

Ready, Let's, Design

[[Tips for you](#)]

Be a pro Use your imagination to create terrific, eye-catching banners on any subject. I made a list to help you in your task.

Common color

[[association](#)]

Color in advertising is used to attract attention, build brand identity, gives some realms. You get better results with full color picture than black and white. Some things just do not look right black and white.

To reflect the content you need colors. Warm colors: orange, yellow, are warm.

Beatable are friendly and soft. Orange and

of view and people will only give some sort of divided attention to advertising only few banners will break through and receive viewer concentration mostly you can get a part of the mind and maybe one eye. Make your banner attractive and a compelling story may get the visitor time.

Avoidance

[In banner advertising]

First every site on the Internet sells and advertise. Average visitor is bombarded with huge number of banners. Your potential clients will leave you site and turn the attention elsewhere. You can probably count on first banner to get the attention then if it catches his/her attention he maybe not be around for the others banners. The average visitor attention is only good to very few banners.

Disrespect

[In Advertising]

Many visitors are scornful of banner advertising. More then 60% of consumers agreed that "advertising insults their intelligence and more then 70% do not believe in advertising message.

Breakthrough

[In Internet Banners]

Every visit to your site counts. Banner that makes any impact at all has to break through the inattention and the mindless browsing. You need your banner to be novel, compelling and interesting without being patronizing or phony.

Why people click [on banner] Making someone click on your banner is like making a sale, but without the human interaction,

The sales pitch is limited to a graphic message, and a bit of text. You have room for about 70 words and 3 seconds to catch the potential customer's interest

How to grab them [from out of 300 millions]

blues are calm and reflective. Color association can be a part of branding.

Blue - heal, sky grey - confusion, green - wide space, life black - night, knight, complete white - virgin, pure, snow Orange - heat excitement Purple - nirvana royalty

Layout

[In online advertising]

Proper layout will communicate your visual concept to your potential clients. Do not use more than 70% of banner space for text. Make few sketches to develop the concept and position the elements.

Use Contrast

[In Design]

Bold colors have more impact on viewer Thin lines with thick lines Small type fonts paired with large size Horizontal parts with vertical parts [next tip](#) why people click ?

Targeting [specific groups]

Your banner cannot be all things to all people. Most banner exchanges let you target your audience. Prepare several banners for different groups based on your demographic and marketing research.

Rotation [often]

millions]

How do you convince a population of two hundred different cultures and three hundred different religions that your product is worth spending money on in an environment where people are used to getting everything for free?

Research [the old fashioned way]

As with all advertising, this must be implemented. It is probably the most important factor. Dig deep to learn every possible aspect of your product and it's perception by a variety of groups. The Internet is a challenging mix of people from a sales perspective.

Creative [copy writer]

With experience will probably come up with several good catch phrases for your banner campaign.

Internet ad gets boring like TV commercials. The more often you change your banner the better. Many large companies change the banner after 100,000 to 300,00 hits. How often you change is entirely up to you. Banners get stale fast especially when you use pages where the same people return on daily or weekly basis. If you know that, change the banner daily..

Tests [and tests]

People are free on the Internet to choose what they need, where they want to go, what they want to see. Interactivity with your visitor and knowledge, why people go on Internet by its self? Will sell your product or service to many of them.

Get ready for the rewards of your labors

design tips [part 2]

Make it small file size in Kb. Speed is your concern Some banners exchange have a limit in size most often is 10Kb

Try to change resolution of your display to see how your banner will look under 256 colors, even under 16 colors. Switch your monitor to gray scale and look at your ad again When it looks right upload to your banner exchange network

Proportion [In banners]

Use mathematical principle to concentrate on size of elements. The idea is that equal elements proportions are visually boring because they are monotonous. Two part of the same size will fight for attention and neither one provides a point of interest. Try not to divide your banner in half.

Alignment [In design]

All parts of your work should match together

They should be line up, visually connected like books on a shelf or bricks in a wall

Clean design gives a feeling of organization

Simplicity [in online advertising]

As always less is more. Do not crowd your banner message, more info you try to provide more crowded and over load will be your design. Do not crowd. Banner be a waste of the advertiser's money because the layout will not be organized and the clutter makes the layout Unappealing and can be ignored by most of its viewers.

Banners design tips [part 3]

Each culture associate different color for same celebration. For some the white color is appropriate for mourning for others for weddings.

Remember who will look at your production
Sample

Japanese Culture

Colors Used in Traditional Bridal Costumes

Red

with a little purple tint This brilliant and fervent red has been used to depict passionate love With a tint of Indian ink added to pure red, the color creates an image of grown-up femininity. Pale **Pink**--the Color of a Bride's Cheeks. Owing to the high price of safflowers, however, Only a few wealthy noble ladies were able to use this color for their costumes. By diluting the dye with much water, less wealthy ladies dyed their costumes in pale pink. Supreme

Blue Among

ultramarine shades, particularly valued is, **Dark** blue with a deep purple tint. Praised as the "supreme blue in Japanese art history," This color is also used in bridal, or over robe.

Many women love this blue, as the color of elegance and dignity. Also, the blue of symbolizes the resolution of the bride as the steps into a new life.

Yellow Loved by Ordinary People The most popular color among ordinary is currently used in bridal costumes As the most outstanding color that attracts attention to the bride.

Fonts element [In design]

Don't distract the reader with fonts that are too small or headlines that are too big Do not use too many different fonts in a single banner Fonts should reflect the message You should have about 2,000 good fonts in your collection

design tips [part 4]

Standard size banners Most common is 468x60 WxH in GIF format
Button as good as a banner even better in link exchange, small file size gives a tremendous opportunity for a hint or tip to send people back to your home page.

Popular size 88x31 (WxH)
Remember even a small well made button can attract as many visitors to your site as a big banner

Web safe colors [In Internet ads]

try to use web palette of 216 colors

White space [In advertising]

White space is used as a definition for empty space regardless of color.

By leaving large empty area viewer attention is concentrate on other parts of your banner, where the main message is located

Again keep your audience focused do not let them off the target

Netiquette [In promotion]

Try not to be a source for flame

The Internet code of behavior can destroy all your publicity efforts

All too aggressive, too pushy, too macho advertising can lead serious to problems with your network

Banners design tips [part 5]

Borrow an idea, colors scheme from any other banner, which was already made. 500 000 of them is displayed on Internet every day Choose your banners exchange network with care and wisdom. Try to send first an e-mail message and see how long will it take to receive an answer from your target. **Watch for [to good to be true]**

If most of the banners exchange gives you 500 or 1000 free banners displays with your sing-up and suddenly one is offer 50 000 for free? Ask questions. Where will my banner be shown? What are the credentials? Does s/he have a policy statement on-line? Any auditing organizations like BBB or Trustee? Read the

Form [your strategy]

Well-designed banner with proper targeting on banners exchange network will and have to make an impact.

The traffic to your web site will increase. How much is up to you. How much effort did you put in to your banner design? How catchy was your slogan?

Copy [substantial]

When your budget lets you, hire a pro to write the message that will attract the viewer to your site

like BBB or Trustee? Read the disclaimer of the site.

The size of the banner is small and people do not like them. Use the text to maximum.

A professional copy writer is as much important as well designed logo or graphic on your banner

Banners dictionary bits [part 1]

ABC Audit Bureau of Circulation. Organization which conducts audits of magazines and newspapers circulation numbers.

CPM Cost per (M stands for thousand) thousand impressions. Used to price a banner site, or to measure the exposure of the banner contra the cost. For example, if a page produced 100, 000 ads impressions during a week, and banner showed on these pages at a CPM rate of \$50.00, the total cost would be \$5000.00

Dtc Direct to customer - form of target advertising aimed at private consumers no a business,

TCP/IP Transmission Control Protocol (transport Layer) works with IP Internet Protocol (Network Layers) detailed process agreed upon by the sender and receiver for exchanging data at a specific layer of networking model

View, Page - Each request for a particular web page which shows a banner. Also referred to as an impression.

Rich Media term used for advanced technology in Internet banner ads, such as streaming video, applets that allow user interaction, and special effects. Like Shockwave, Enliven and Real Audio/Video

Server A computer that hosts information available to anyone accessing the

Internet.

Cyberspace Made by author William Gibson in his 1984 novel "Neuromancer," is now used to describe all of the information available through computer networks mostly Internet

SEI Sponsorship Effectiveness Index - methodology to measure the effects of Internet sponsorship in advertising..

User Session - A session of activity for one user on a web site. A unique user is determined by the IP address. By default, a user session is terminated when a user is inactive for more than 5 minutes.

Visit A sequence of calls-requests made by one user at one web site. When a visitor does not request any new information for a specific time, known as the "time-out" , then the next request by the visitor is considered a new visit.

Banners dictionary bits [part 2]

banner rotation -

banners are frequently alternated into ad spaces from a list. This is generally done by software on the Web site or at a central site controlled by a banner broker or server for a network of sites.

Caching -

In advertising, the caching of pages in a cache server or the user's computer means that some banners views won't be recognized by the banners counting programs and is a beginning of problem. Let's say that some internet providers are caching most popular pages on the server. We are losing business!

Demographics -

The characteristics of human populations and population segments, especially when used to identify consumer markets:like gender. Age. Revenue, habits, how often and what?

Media broker-

it's often not proficient for an sponsor to select every Web site it wants to put ads on, media brokers combined sites for advertisers and their media planners and buyers, based on demographics and distinct factors.

RealAudio

Software program that plays audio on demand. without waiting for long file transfers. You can

listen to any radio station live over the Internet.

ROI

Return on investment, one of the great mysteries in advertising.

ROI is a way to find out what was the end result of an banner ad campaign. Most depends on the goal of the campaign, building brand awareness, increasing sales.. Early attempts at determining ROI in Internet advertising relied heavily on the click-rate of banner ad.

Log file

Text file that lists most of actions that have occurred. Like, web server maintain log files listing every request made to the site. With log file analysis software, we can get a good idea of where visitors are coming from, how long they stay, how often they return, and how they navigate through a site.

Sponsor -

means an advertiser who has paid a banner and, by doing so, has also supported the Web site itself. It can also mean an promoter that has a special relationship with the Web site.

standart size -

IAB and CASIE Proposed Standards for Banner, Button Sizes

Valid Hit

A refinement of hits, valid hits are hits that deliver all information to a user. Excludes are hits: redirects, error messages and computer-generated hits.

BANNER SIZES

Size (pixels):	Type
468 x 60	Full Banner
392 x 72	Banner with Vertical Navigation Bar
234 x 60	Full Banner
125 x 125	Half Banner Square
120 x 90	#1 Button
120 x 60	#2 Button
88 x 31	Micro Button
120 x 240	Vertical Banner

Skyscrapers

Size Type (pixels):

160 x 600 Wide Skyscraper

120 x 600 Skyscraper

Pop ups

Size Type (pixels):

180x150 Rectangle

240x400 Vertical Rectangle

250x250 Square Pop-up

300x250 Medium Rectangle

336x280 Large Rectangle

First Yahoo introduced a banner 230x33 as size and now Altavista also adopted this size for frontal page.

Use of any of these sizes as a model or standard is strictly voluntary. The IAB and CASIE recognize and intend that its member companies and the advertising community remain free to experiment with, use, adopt, and propose other sizes and types of banners. The two groups also recognize that Web sites which chose to implement these models may wish to do so over a period of several months to allow those who sell space or create banner content to make any adjustments.