

This Free E-Book is brought to you by Natural-Aging.com.



Understanding Internet Banner Advertising

By Henry J. Fasthoff, IV

Understanding Internet Banner Advertising by Henry J. Fasthoff, IV

Banner advertising is an effective way of getting your advertising message seen on the Internet. Banner ads should not be your only online form of advertising, but they are an essential part of your online advertising mix.

This article assumes that the reader knows what a banner ad looks like, but do you know how they work, and how you can derive benefit from them? Let's define a few terms before answering these questions.

1. "Page views" or "page impressions." These terms are interchangeable and they refer to the number of times that a page within a website has been displayed on a website.
2. "Banner view." Like a page view, a banner view is the number of times that a banner has been displayed on website.
3. "Click through." A click through is the number of times a website visitor has "clicked" on a particular banner ad and was transferred to the website of the banner advertiser.
4. "CTR." CTR is the acronym for "click through rate," which is the ratio of the number of banner view versus the number of times visitors have "clicked through" to your website. CTR is expressed as a percentage, so a click through rate of 1% means that for every 1,000 banner views, 10 visitors have clicked through to your site.
5. "CPM." CPM is an acronym for "cost per M," where "M" is the ancient Roman numeral for 1,000. Translation: CPM is the price your business will pay to have its banner advertisement displayed 1,000 times on a website, e.g, the cost of 1,000 banner views. So, for example, if the CPM to advertise on a site is \$80.00 your business will pay \$80.00 for every 1,000 banner views.
6. "ROS." ROS is the acronym for "run of site," which simply means that a banner ad is displayed on every page in a website, as opposed to being displayed only in a particular category of a website or

only when a particular keyword is entered into a search engine.

Everyone who is in charge of a advertising or marketing department (that's you if you're the sole shareholder of the company) knows that advertising is, in large part, a numbers game. The more frequently your message is seen or heard, the more likely the consumer is to purchase your service or product. Take Mattress Mac with Gallery Furniture , for example. If you live in the Houston area, or if your radio can pick up the signal of almost any Houston area radio station, you cannot go a single day without hearing or seeing an advertisement for Gallery Furniture. Peppering your senses with constant reminders that "Gallery Furniture Saves You Money!" has enabled Mr. McIngvale to build his single location furniture store into an empire. (Of course, advertising alone won't do it; you still must have a quality product or service). I have no scientific data to support this assertion, but I'll make it anyway: I'm willing to bet that Gallery Furniture is known to more people in the greater Houston area than any other

single business. How did that come to be? Mattress Mac understands the advertising numbers game and plays it better than anybody else.

Banner ads are a numbers game. The industry standard click through rate for online advertising in general is around .5%. Not 5%, but .5%. Doesn't sound very encouraging for your banner ad campaign, eh? Well, there are ways to significantly increase the CTR of any given banner. The best way is by targeting a particular banner ad to a narrow audience, an audience that is looking specific for a product or service just like yours. Highly-targeted can boost your CTR to as much as 2%–3% or higher and significantly increase the traffic to your website.

Another valuable purpose of the banner ad is branding. Intertwined with the messages Gallery Furniture delivers about particular sales events or types of furniture is the company's consistent and recognizable logo, color scheme, and tag lines. Your banner advertisements can, and should, perform the same function; they should be designed using your company's logo and colors, at a minimum. Sometimes incorporating the tag line is the way to go, but other times you may want to advertise a particular special offer, product, etc. The important thing is that you take advantage of the numbers game by continually displaying your name, logo, and colors. The more visitors that see you, the more they will come to associate your name with your type of product or service, and the more likely they will be in the future to buy from you.

Mr. Fasthoff is a commercial litigation attorney by day, and an entrepreneur in the marketing field by night. He represents corporate clients and individuals in the fields of commercial litigation; entertainment litigation; intellectual property litigation; arts law; technology law; and a wide variety of other business litigation matters.

How To Make Use Of Cheap Internet Banner Advertising

By David Riewe

For years now, internet banner advertising has captured the World Wide Web for it has become a large help in saving an amount of money while reaching beyond territories. Banner advertising played

Understanding Internet Banner Advertising

a major part in market trafficking all over the internet and many individuals and companies have bought themselves these cheap internet banner advertising. Some made use of it financially; others have no idea on what to do with it.

With your cheap internet banner advertisement, would you just sit in front of your computer and wait for people to notice you? Would you let your company get trampled by other company's marketing strategies?

Okay, so you admit you bought internet banner advertising, but does that mean you won't do anything about it because it costs cheap?

These following steps will help you get up on your feet and make your cheap internet banner advertising priceless. With these simple instructions, there will always have traffic on your website.

First, to be able to capture the attention of your target audience, your title and topic should be thought of with concern. You have to make the people believe that your cheap internet banner advertising is worthy of their time. The advertisement has to meet the audience's need.

For the people to bring attention to your internet banner advertising, you should be able to raise the curiosity and convince the people. You should be able to deliver your products or services with strong words that may lead the target audience at deciding.

You should be able to constructs words on your advertisements that could lead the target audience that you are directly talking to them to give a sense of familiarity on your services.

As you persuade the people by calling for them and directing them to buy or entail your services, they give importance to your business proposal. Your cheap internet-based banner advertising will become one of the sought for ads there are.

Make sure to present your ads to the global community repeatedly to get them familiar with you and your services.

Always remember that having a website doesn't mean it could sell products by itself. You must be sure to accompany it with marketing strategies. By buying banner advertising, you or your company would save time and money while achieving market sales. These internet banners advertising may come cheap, but it could lead you or your company to riches.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals His Top Internet Money-Makers to YOU!" Click here:

<http://www.push-button-online-income.com/pbi>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!