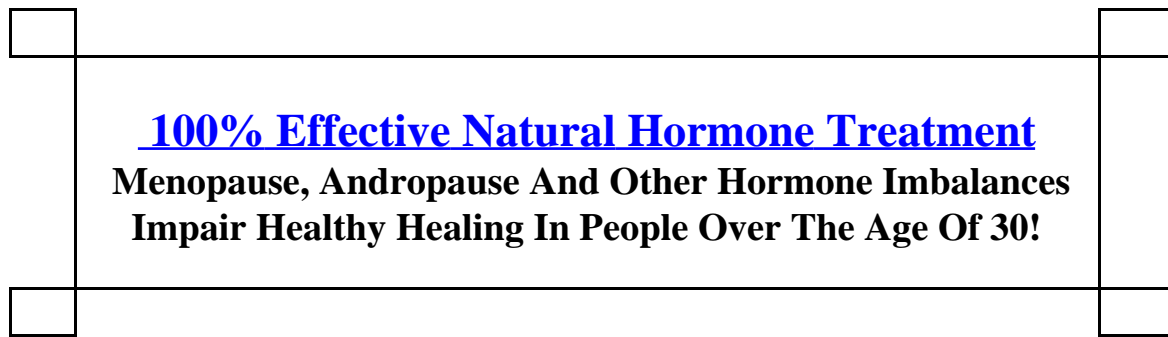


This Free E-Book is brought to you by Natural-Aging.com.



Why Big Skyscraper Ads are Replacing Banners—and How YOU Can Reap Exciting Results

By Chris Moran

Why Big Skyscraper Ads are Replacing Banners—and How YOU Can Reap Exciting Results by

Chris Moran

In the early days of the Internet, banner ads quickly became the prime advertising method. Most major companies still pour millions into banner ads, but results have steadily dropped.

Banner ads that once pulled in business now get ignored. And so it often goes with advertising. The first rule of making a sale is for your ad to get attention. Once banners became commonplace and consumers got used to them, they stopped noticing them (and clicking on them) altogether.

All that was turned on its head recently with the creation of very large skyscraper ads. Just like the name implies, a skyscraper banner ad extends up and down along the right side of the web page. They are usually 120 pixels wide by 600 pixels tall.

The use of skyscraper ads has exploded, nearly tripling to 6 billion skyscraper ads being put to use every month. Major sites like Yahoo Finance, CNET, MSN, and Alta Vista routinely feature them.

Why? In this case, bigger is definitely better. While more than half of all the ads on the Internet are still the old 468 x 60 banners, the much larger skyscraper ads get noticed. Thus, click-throughs and resulting purchases are dramatically higher than traditional ads. We have seen some sites experience click-through increases of nearly 1000 percent.

Why Big Skyscraper Ads are Replacing Banners--and How YOU Can Reap Exciting Results

Skyscraper ads let you give more information. It's the difference between a one-inch display ad and a quarter-page ad in your local paper. Skyscrapers give you plenty of space to include product photos and more detailed text. Aside from that, they're just plain easier to see.

One benefit that generally isn't mentioned is that skyscraper ads look like a regular part of the web site. Many of them could easily be mistaken for a highly attractive menu. This phenomenon takes clever advantage of the way users naturally perceive and use web sites.

Be careful, however. Bigger can also mean slower to load. Tests show that users will wait for large skyscrapers to load, but it makes sense to keep your ad as fast-loading as you can, without sacrificing too much quality.

Use a headline that gets attention and relates to the most important benefit that your product, service, or idea gives people. Have a graphic that helps people immediately understand what you do. List several of the other benefits you provide in bullet style.

Chris Moran created the Net's only FREE skyscraper ad exchange at <http://SkyscraperAds.com>. Your big ad gets attention on thousands of targeted sites in the network. Join now and SkyscraperAds.com will create your skyscraper ad for free. Reach Chris at info@SkyscraperAds.com or (225) 387-8700.

Size Does Matter - When Choosing A Banner Format!

By John Iacovakis

Banners aren't as effective as they once were. But you should still use banner ads as a part of your advertising mix.

Banners can help increase brand awareness. At the same time, a small percent of viewers will click on your banner to visit your website increasing your traffic.

--- Bigger is better.

A research shows that bigger banner ads perform better. As a banner increases in size, so does the probability viewers will click: It's impossible for them to miss your banner! Not surprisingly, studies show that skyscrapers perform better than 468x60 banners in terms of both branding and CTR. Readers easily ignore small banners.

Why Big Skyscraper Ads are Replacing Banners--and How YOU Can Reap Exciting Results

--- Less is more.

However, (a) the sites on which you want to advertise generally impose size limitations and (b) the quality of your ad is more important than the size of your banner.

Typical banner sizes: 468x60 banner, 234x60 half size banner, 125x125 square, 120x60 button, 120x240 vertical banner, 120 x 600 and 160 x 600 skyscraper, 728x90 leader board and many more.

--- Looking for alternatives.

PopAdsOnline.com was one of the first to pioneer the use of Big-Banner Ads, placing them on top of a page. Readers could simply not miss them. Practically the banner takes almost all the space.

--- See an example here:

<http://www.cnetcs.com/bb/bigbanner.htm>

Although this is so called 'in your face advertising' it seems to have better results than traditional banners.

--- What should you keep in mind when designing a banner?

1. Always include your logo.
2. Use larger-size banners because they are more effective.
3. If branding is an objective, it's best to keep your banner simple.
4. The more times people see an ad, the more likely it is to click on it.
5. Make your banner fast loading.
6. Include good ad copy in your banner.
7. Grab the attention.
8. Include a call to action like click here. Yes, it will make a difference!
9. Remember K.I.S.S. - Keep It Simple Stupid.
10. And don't forget: Test, test and test again!

John Iacovakis is an Internet consultant and has over 10 years of marketing experience. He is the owner of CreativeNet Online Advertising.

<http://www.cnetcs.com>



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!