

Internet Banner Advertising

If you have seen a graphical banner at the top of a web page, chances are you have been targeted by banner advertising. Businesses can use Internet banner advertising to help attract more customers to business and increase their name recognition.

Internet Banner advertising can help an advertiser increase overall exposure of his business. The idea behind banner advertising is to show as many impressions of a banner as possible to as many sites as possible. While some users will block out banner advertising, the vast majority of users do not feel like downloading the extra software or changing their settings in order to prevent banner advertising scripts from running. Some banners may, depending on how the advertiser purchases banner ads can be bought on a cost per click basis. While this means the advertiser is not charged unless the ad is clicked, it results in a higher rate than simply paying per the number of times the ad is displayed.

Internet banner advertising that catches the users attention while not annoying the user is ideal. Good graphics and tasteful animations are good ways of doing this. A few banners allow the user to play an mini-online game that will take a user to their site. Rather than paying a certain percentage per click, banners are often bought at the rate of a fraction of penny per view, this reduces the advertiser's overall cost. Not only is banner advertising on the net cheaper than other methods, it is also a good way to increase your exposure. A website visitor may not click on a banner right away, but if the product appeals to the user, the advertiser's company name may stick out in the users memory.

The advantage to a website owner of banner advertising is the same as any other kind of advertising, the owner earns increased revenue. High traffic sites often earn a large portion of their income through Internet banner advertising. Internet Banner advertising is one of the most cost effective ways of promoting your business online for advertisers, and for webmasters, a great way of monetizing their web site content.

About the Author

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