

Web Advertising Salisbury Journal.co.uk

Mar-08

Page Impressions	Unique Users	Visits
213,072	33,838	63,361

BANNER, SKYSCRAPER & BUTTON ADS BRINGING AN ADDED DIMENSION TO AN ADVERTISING CAMPAIGN

- Banner advertising is a powerful method of delivering a promotional message with impact.
- Drives new potential customers to your website by clicking on the banner.
- Banners can be animated, you can benefit with additional creative scope expanding upon that offered by successful print-based advertising.
- Complements in-paper campaigns, online readership accesses your business at the click of the mouse.
- Additional exposure opens up a new potential customer base as well as targeting traditional audience.
- You can target your business online advertising by a range of criteria, including day of the week, time of day etc to maximise effectiveness.
- Advertising online is invaluable in raising & reinforcing brand awareness and complement marketing activity - in addition to attracting visitors to your website.
- Research* shows that after spending several minutes using web sites - given a choice of brands, 65% of participants remembered which brand was advertised at the top of a web page. Eye-tracking technology analysed movement of people's vision over web page, found that people's eyes are drawn to banner ads.
- Skyscraper/Tower & Button ads provide similar benefits and appear on the right and far right-hand side of our sites.

COST, TECHNICAL SPEC & BOOKING -

Buttons	£8 per thousand - 120 pixels x 120 pixels
Banners	£10 per thousand - 468 pixels x 60 pixels
Skys/Towers	£12 per thousand - 120 pixels x 600 pixels

Minimum order 20,000 PI's or ad views and applies to either static or animated ads 'roaming' across the sites. Minimum order provides realistic opportunity of delivering visibility for the campaign, raising awareness and generating results.

All banners link to customer website - opens up in new window.

File size should be between 10-20k .

You can supply your own banner/button ads in either .gif or .jpeg format or we can create them.

* Source - Metimperative 14 Jan 2004 <http://www.netimperative.com/cmn/ml.jsp?id=000006114103>

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