

# Internet advertising using animated banners:

By Thomson Chemmanoor

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Anyone surfing the net will come across a fair share of internet banner ads. A banner ad is basically a part of the modern form of advertisement, banner advertising. A banner ad is a small rectangular advertisement that appears on all sorts of web pages but vary in matter and appearance. Their basic function is that when you click on them, your internet browser automatically takes you to the advertiser's web site. The banner ad may sometimes have some animation in itself to make it more effective. You have to know that banner ads are a very good source of revenue to their web site!

Banner advertising is somewhat similar to a traditional ad we get to see in a newspaper or magazine. But a banner ad is actually more advantageous than a traditional ad as it has the capacity of bringing a potential customer directly to the advertiser's web site if he wants to. Just imagine what it would be like if when you touched a printed ad, you were to be instantly teleported to the advertiser's store! Another difference between a banner ad and a traditional ad is that though a banner ad stays in a page, it can represent multiple images, change appearance and have animation, unlike a the latter. Basically there are eight different banner ad sizes, based on pixel dimensions. The full banner is the most popular of the lot. You can find many variations of the full banner on the web. There is no universal size constraint for banner ads, but most web sites have their own limits as the banner ad adds to the total file size of the page they appear on. This means that the larger the banner ad is, the longer it takes for the browser to load that page.

The graphic content and creativity of all banner ads varies considerably amongst themselves. The simplest banner ad has only one image, while the most common type is the animated gif banner ad that displays several different images successfully, to create an animation motion. There are also rich media banner ads in the internet that use audio, video and Shockwave programming. The effectiveness of a banner ad is found out by the number of visitors who click on the banner ad leading to the advertiser's web site and, by the number of times a particular page has been requested from the browser. Anybody with computer knowledge can make a basic banner ad. There are various free computer art programs available in the internet to use to create a banner ad. You just have to download them and create a banner ad. Though amateur banner ads work fine, due to the huge competition in the internet, it is always better to enlist the help of a professional animated banner maker to create a banner ad. This is because they use their vast creativity and marketing experience to create an animated banner ad suitable for your business. The rates for their services range from as low as \$50 to as high as \$1,000. The choice of the banner ad maker is yours to make!

Thomson Chemmanoor is CEO and Search engine optimization expert who operates the following websites <http://www.digitallabz.com/create-web-banner.html>  
<http://www.articlenetworks.com> and <http://www.website-promotion-expert.com>

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