

Guide notes on banner creation

When supplying banners for Affiliates to use when selling your products it is important to ensure that they conform to certain specifications.

We require banner adverts to fit into industry standard sizes the most common of which are:

- Full Banner-landscape(468x60pixels)
- Button-landscape(120x60pixels)

Other standard sizes acceptable are

- | | |
|---|---|
| Micro Bar-landscape(88x31pixels) | Half Banner-landscape(234x60pixels) |
| Square Button(125x125pixels) | Button2-landscape(120x90pixels) |
| Rectangle-landscape (180x150pixels) | Vertical-portrait (120x240pixels) |
| Large Rectangle-landscape (336x280pixels) | Skyscraper-portrait (120x600pixels) |
| Wide Skyscraper-portrait (160x600pixels) | Vertical Rectangle-portrait (240x400pixels) |

There are three main types of banners that are supported on the Paid On Results system, these are described and discussed here. Acceptable file formats are: static, animated gif and .swf(Flash).

Static Banners(.gif,.jpg)

Benefits **Universal compatibility**

Negatives **Static nature can makes them less visible**

Static banners are as the name suggests simply a single graphic which shows no movement or animation. Generally made of a Gif or Jpg. These banners will show even on early browser versions.

Animated Banners (animated.gif)

Benefits **Universal compatibility**
Animation

Negatives **Not ideal when high quality product shots are required**

This banner type are the most common currently in use on the web and consist of a sequence of images with each image showing for a specified time. This creates the the attention grabbing effect of movement while offering wide accessibility.

- Animated .Gif is an industry standard format that uses image compression to produce small downloads. This makes it ideal for designs that use areas of flat colour and text. On the down side they use image compression methods that generally make them less suitable for banners that contain photographic images or areas of graduated colour.

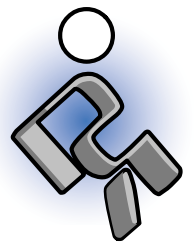
Flash Banners (.swf)

Benefits **Eye catching complex animations are possible**
The ability to stream high quality images, sound and video
Allow user interactivity and data feedback

Negatives **Additional software required at client side and alternative format required for backup**

Macromedia Flash banners can contain animation, high quality images, sound and even enable user interactivity such as rollover effects. The bandwidth restrictions on these banners is also less prohibitive due to the streaming nature of the Flash technology. Using vector-graphics Flash banners can have many more visual effects than their bitmap based animated .gif equivalent.

- .swf (also known as Flash) are good in that they tend to allow more movement and can incorporate rollovers and user interaction while the files sizes remain relatively small .swf files will begin to play before the download completes, but should have no more than around 10k in the first frame.
- Upper file size should be under 40k, (.swf can be larger as they will generally begin to play before the download completes, but should have no more than 10k in the first frame).



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• There is a requirement for a piece of script called 'the Flash player plug-in' being present on the visitors computer to enable them to see this type of banner. This means that there must always be a alternative format available (usually an animated .gif) to ensure that where the plug-in is absent an alternative ad is always shown. These 'back-up' ads can be either of the static or animated banners previously described. Since version 6 of Flash banners made in Flash can have forms embedded within the ads that allow the collection of user feedback data.

For more information on Flash banners and there implementation we recommend you visit the Macromedia site at http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

NB while the technical requirements are still a consideration it should be noted that recent industry research indicates that Flash banners can be viewed by approximately 98% of all web users.

Source: <http://www.macromedia.com/software/flash/productinfo/faq/#item-9>

Tips:

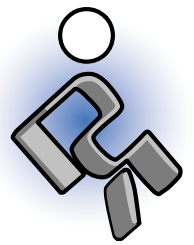
As a general rule, your **banners should** :

- give your Affiliates as much choice in product variety, size and format as possible. While this can be a bit of work it will make your campaign more accessible and attractive to them. Also text links will add to the likelihood of them promoting you.
- have maximum duration of about 10 seconds. Allowing the viewer to see the products, and company name before it loops.
- instruct the viewer to 'click here' adding this simple term has been proven to improve its click thru ratio(CTR).
- be of a reasonable quality in terms of design. We reserve the right to refuse banners for reasons of quality or content.
- offer something worthwhile for the viewer, for instance terms like 'special discount' or 'free trial' grab more attention and increase CTR . It is however, vital to honour your free offer or special discount.
- use animation, as it can increase the response by catching viewers' attention but be careful as excessive flashing banners can actually be a turn off.
- have their design changed as frequently as your design budget allows. Previously viewed ads can quickly become invisible to viewers, reducing their CTR.
- look as professional as possible this will make a difference to the Affiliates that decide to promote your services, remember that they want their sites to look good which extends to the banners that will be visible on them.

As a general rule, your **banners should not**:

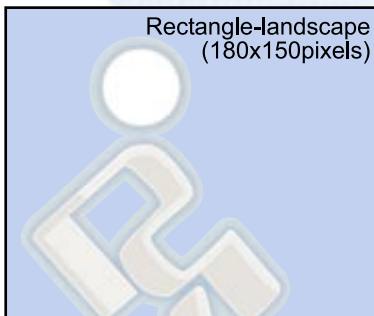
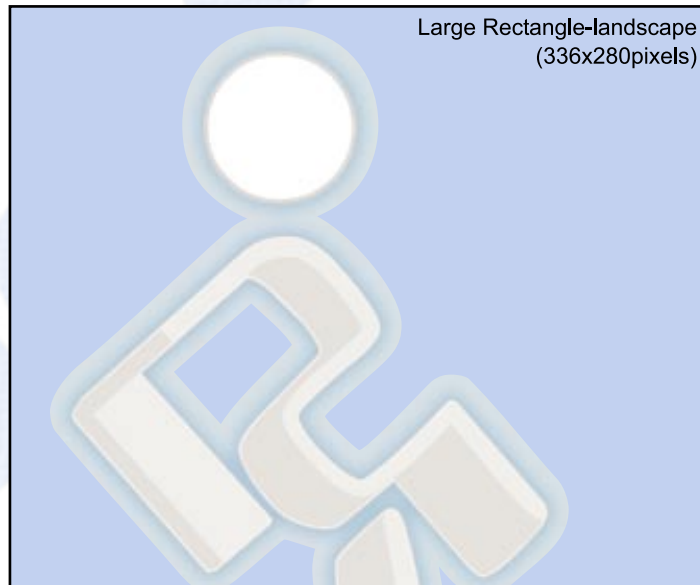
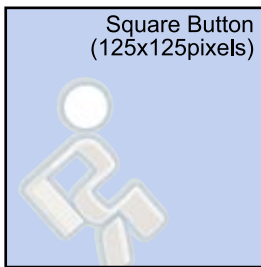
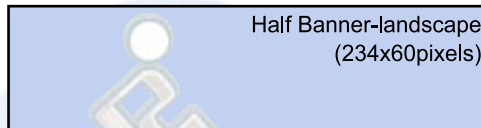
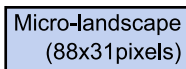
- include the URL of your site as this will encourage potential customers to type the name directly into the browser bypassing the Affiliates id. this will result in Affiliates refusing to show your banners preferring instead to display the URL free banners of other advertisers. Having your company name/logo on it is fine, just omit the .com or .co.uk at the end.
- be too detailed, try to keep the message simple, if you have lots to say break it into individual sound-bites within separate frames, or even consider multiple adverts.
- irritate the viewer, while movement can attract the viewers eye, fast flashing images can be downright distracting, so try to avoid this.
- use sound by default, if sound is incorporated it should be activated by the viewer and its volume should be easily controlled

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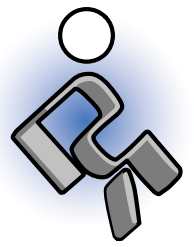


Guide notes on banner creation

468x60 pixel banners and 120x60 pixel banners are the most common banners served there are also a wide variety of other less commonly sizes that are perfectly acceptable. These are displayed here.



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