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Nowadays, many of us are seeing a new form of advertising. This new form of advertising is known as website banner advertisement. This form of advertising is done on the World Wide Web through ad server. You could log on to your internet service provider like Charter Internet and see for yourself.

It basically involves embedding an advertisement into a webpage. Just assume a scenario. You have a webpage and you allow other companies and organizations to advertise their products or services on your webpage. They will pay you a monthly charge for the advertisements that are posted on your webpage.

Besides that you also earn money through the CPC method. The CPC method which is known as cost per click, allows you to earn money if the user clicks on the advertisement. For every unique advertisement that is posted on your webpage, you get paid a fixed amount. Irrespective of whether the user clicks it knowingly or unknowingly, you would still get the amount.

Website banner advertisements are based on different sizes. For each size, there is a fixed charge and rate. Depending on what the advertisement is and what requirement the company's requirement is, you can charge.

Nowadays, there are many websites that provide banner advertising services. What the company who wants to advertise his or her product has to do is pay a monthly charge and put their banner on the website. By doing so the visitors when clicking on the banner; will directly go to the company's website.

This would naturally increase your sales and getting profits will be a great deal faster than waiting for search engine optimization techniques to work. If you do not want to go for paid banner advertisement services, you can always opt for the free ones. Only remember that it comes with its own set of advantages and disadvantages.

Usually a banner will be available on the website for a period of 30 to 35 days. After the given period, if you want you can again pay the webpage owner or look for some other webpage. Usually why many companies opt for this kind of advertising is because it is fast and very efficient. You can get a large number of visitors to your website, which will in turn give more traffic to your website.

But with a lot of good things comes some disadvantages. The same can be said about website banner advertising. Even though it has a lot of attractive features, still there are some things that can make you avoid using them. Whenever the user clicks on the link or the banner present in the website, there is no probability that he or she when arrives to the company's webpage is going to make a purchase.

Also, nowadays many of the website owners don't like to have banner advertisements. Having more banners means increasing the loading time of your website. One thing that many of us should remember is that visitors don't like to wait for a long time for the page to load. They will get frustrated and move on to another webpage.

Some of the websites employ black hat technique. This is illegal and Google and other search engine websites may ban your website in case they find out this technique is used by you. Sometimes visitors get irritated the over and unwanted graphics that advertisements have. It can

sometimes irritate a user when he or she sees a lot of graphics and animation for a simple product.

Therefore, in order to effectively promote your website, you need to use good promotion methods on your website. Banner advertising is one way of promoting an online business. Banner advertisements contain graphic and other informative elements. Looking at the images on a banner can give a better picture of the company. Perhaps this is why banner advertisements get more clicks than they used to in the past

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