



Web Advertising

HIGH IMPACT ADVERTISING SOLUTIONS TO STIMULATE YOUR TRAFFIC

Banner Adverts

Banner Advertising can be an extremely powerful way to drive your target audience to your site. The keys to success are careful targeting and sharp advert design.

Netramedia specialise in producing high-impact, quick-loading banners that generate click-through rates well above average. The main objective for a banner is to bring your target audience to your site. Our animated banners use effective banner ad design techniques that have been tried and proven.

Netmercials

Netmercials are more attention grabbing than banners, they offer space on screen, and they create an ideal interactive solution for brand reinforcement or product display.

Netmercials are Flash movies or animation advertisements for companies or businesses. Similar to a commercial being played before specific television programs, a Netmercial would precede a high traffic website.

How do they work?

1. A person surfing the internet types in a URL of a popular website. This website has sold space to advertisers who have posted their Netmercials there.
2. The viewer's system is read to determine their browser level and if they have the Shockwave plug-in.
3. If so, they are presented with a Flash advertisement... a Netmercial.

4. If not, they are presented with an animated GIF advertisement.
5. When the Flash animation is over, the viewer is redirected to their original URL request.

Netmercials are more successful than banner adverts in areas such as target marketing, product branding and exposure.

Online Dynamic Advertising Control Systems

Control, change and monitor Online Advertising Campaigns from the simple back-end interface you use to control your existing web services.

We can create a number of interactive netmercials that can be controlled and updated by you to meet the ever-changing demand in your advertising campaign.

The process is simple and the options unlimited. Have advertising banners and pop-ups react to the time of day or to any number of specified controls you set such as the text to be displayed or the page to be linked to etc.

Our netmercials can read and write to the users system, allowing an automatic memory whereby if you have a series of netmercials he or she will see them in any order you choose.

Record and analyse the success of your campaign as every advert will record its click-throughs centrally, along with any additional information it may have picked up about the user along the way.

Not restricted just to websites, the control system can create, update and control adverts inside emails and on your multimedia CD-ROMs and iCards.