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More clicks using Animated banner advertising by [Sam Johnson](#)

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Animated banner is a form of online advertising that uses multiple frames to capture the attention of viewers. With competition increasing in the internet space more and more advertisements are flooding to grab peoples attention. Animated banner ads provide an edge in this run for more clicks.

As in static banner where you can see only a fixed text or image or a mix of both, an animated GIF banner has multiple frames with each frame displaying different text and images. Lets see some of the benefits of animated banners over static banners.

Add to the look of the webpage “ animated banner due to its changing frames are more vibrant. It adds more color and fun to your webpage. So your page become more exciting.

Grab more attention “ a moving object always draw more attention. An animated GIF banner on any corner of your webpage will surely grab the viewers attention much faster than any other image on the page.

More content space “ due to its multiple frames, an animated banner can accommodate more content in it. The first frame can show the name and logo of your company and the second frame can list a few benefits of your product.

Best for special offers “ advertising is very important for promoting special offers and events. An animated banner ad is ideal for it. You can create a real good campaign with lot of punch using it, get more attention and generate more clicks to your page.

Smaller file size “ animated GIF banners are much smaller in byte size than its corresponding JPG static banners of the same dimension. This is quite helpful for advertisers who want to place an ad through various syndicate sites where there they have a size restriction.

So next time you plan to do some online advertising for your product, get some cool animated banner ad designed by some professional banner ad designer.

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