# Thumb rules for creating a high converting internet banner advertisement by Sam Johnson

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With the internet getting more and more popular, products and companies are fighting tooth and nail for their share of the cyber pie. With more competition there is more advertising. Onine advertising has today become a multi million dollars industry. Internet banner ads play a vital role in this hugely competitive online advertising world.

As the competition has grown the trend of advertising has also changed. With this change the concept of designing the internet banner advertisment has also evolved. Today these banners are not just simple rectangular images with some texts and graphics, they are much more than that. There design, placement, page selection, dimension, must all have a proper planning.

There are some vital points you must keep in mind while creating an effective banner. The following ground rules will help you create banner ads which will help you get more targeted visitors to your site.

Thumb rule1: Action oriented â€“ the message of your banner must be very focused and direct. The viewer must understand the subject and the message of your advertisement immediately. There should also be a â€˜call to actionâ€™ text like â€˜Click Hereâ€™ or â€˜Join Nowâ€™ or â€˜Limited Offerâ urgency for a click. After all the main idea of the banner is to drive traffic to your webpage.

Thumb rule2: Draw Attention â€“ the banner must be attractive enough to draw immediate attention of the viewer. Remember there can be many other banners on the same page, so your banner must compete with them in look and feel. Proper use of colors, images and innovative animation can make your internet banners eye catching.

Thumb rule3: Variety â€“ For better marketing of your product you must have a variety of banners. The banners can be of different dimensions. You can have a mix of static and animated web banners. The animation can create a variety to your banner. Try to use colors that omplement your product and also make make the banner attractive.

Thumb rule4 â€“ Restrict File size â€“ while making a banner attractive, you ust not fall into the trap of creating a huge file. By file size I mean the byte size of the banner must be restricted. Though there is no fixed size that you can use as an yardstick, but many sites recommend it to be within 15 kilo bytes. Though with internet bandwidth and speed on the up, we find banners stretching to 50-60 KBs these days.

Thumb rule 5: Flash media â€“ if you have plans to promote your product through big sites who allow flash media banners, you must get a few flash internet banners in your arsenal of online advertising. These are .swf files, smaller in byte size, can use vector graphics and have a very smooth and creative animation. Hire a good designer to do these special flash banners for you.

With these thumb rules in mind, you should be able to create a bunch of high calibre internet banners. You can always keep on trying new things but keep these rules as your guiding stones.

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