

# Banner Campaign

A banner campaign helps to promote a website on the internet. The advantages of banner campaigns are:

- the possibility of precise targeting in the audience
- to get the audience on your site by one click without break of media
- detailed analyses of ad-impressions and clicks on a real time base

The classical fullbanner has the size of 468 x 60 Pixel. Because of the high competition, new formats are developed continuous. The latest used standards for Switzerland, you will find on the website of IAB <http://www.iab-switzerland.ch/wissen-publikationen/werbemittel-standards/werbeformate/>

From:

<http://en.ecommercewiki.info/> - **E-Commerce Wiki**

Permanent link:

[http://en.ecommercewiki.info/glossary/b/banner\\_campaign](http://en.ecommercewiki.info/glossary/b/banner_campaign)

Last update: **2012/04/19 18:17**

