

Contextual Advertising Solution

What is contextual banner advertising?

Where as banners are normally placed in a fixed position on a fixed page for a specific time period, Contextual banner placement is based on achieving a pre determined number of targeted page views from visitors who have an interest in a given subject.

Banner are placed on multiple pages through the site that contain content that is relevant to your company's product or technology. This ensures that people who view your banner have an active interest in your industry – thus increasing the likelihood of clicks on your banner.

There is no fixed time frame that your banner remains on the site – it is determined by how quickly the agreed to number of views is achieved.

Select your
industry types



Ensure your
campaign results

Key Advantages

✓ A minimum of 20,000 Page Views guaranteed

Your banner will remain on the site until such time the agreed to number of views has been achieved. When the target is close to being achieved your sales representative will advise you, and check if you wish to order additional views.

✓ Relevant positioning – Select your targeted audience by industry type

At the time of booking you will be advised as to how many pages are available.

✓ Your banner will appear in specific content categories - News, Products and Suppliers.

These page types are some of the most highly visited pages as they have rich content that is relevant to the visitors information needs.

✓ Business development:

Get business opportunities through Ringier leads report.



Your banner is placed on site pages that contains content relevant to your company's product or technology.

Thus it will increase clicks on your banners.

(Note: Vertical home page or main home page is not available for contextual banner placement.)

Materials requested

- ✓ Selection of your industry types - the selection criteria is made by industry type
- ✓ Two banner sizes:
Medium rectangle 300x250px
Maximum 2 different designs may be used
- ✓ The start date of your campaign

Pricing: \$55 / 1,000 Page Views
minimum order 20,000 Page Views at \$1100

*Additional page view at \$55/1,000 PVs