

The Traffic Roundup Banner Guide

**A step by step manual to using
banners in traffic exchanges**

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Forward

This manual is designed to teach the beginner what banners are, how to choose the right banners and how to set them up in a traffic exchange, namely TrafficRoundup.com

You will be taken through the step by step process of setting up banners in traffic exchanges and even on your own web page. Some visuals will be included.

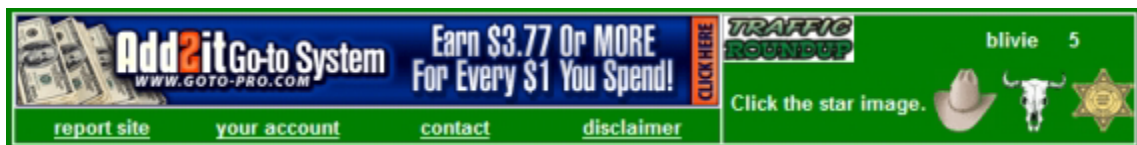
If after reading this manual, if you still have questions, you can contact admin at TrafficRoundup.com and we will be happy to assist you.

What is a Banner?

If you've been marketing for any length of time, your answer to this question might be, "Duh". But new marketers come online every day so we'd like to briefly cover this.

In it's most simple definition, a banner is an image advertisement. Banners are usually rectangles or square pictures that are placed in a website.

Here is a good example of a banner you might find in a traffic exchange:



The blue advertisement at the top left corner is a standard sized banner used in traffic exchanges (for the purposes of this book it is actually about 1/2 normal size).

Banner advertising is measured in 'impressions'. If your banner is shown 1000 times, that's 1000 impressions.

The goal of banner advertising is to get the visitor to click on the banner and be taken to another page (the sales page). Banner advertising's effectiveness is measured by the click thru rate. This is usually expressed as a percent. 1% click thru means that the ad was clicked on 1 time for every 100 impressions.

When you are reading a magazine you will notice that there are ads surrounding the articles you are reading. Some run down the side of the page, some across the top or bottom.

This is the same way it is on a web page. The content is usually in the middle and the ads, or banners, run down the sides or across the page somewhere.

Another way to think of a banner is as a billboard. When you are driving down the road you see billboards all the time. These are like banners. They are designed to get you to buy something or join something, and to keep the product at the forefront of your mind. Which brings us to the next section.

What Kinds of Banners Are There?

Banners come in a wide range of sizes. Some banners are as small as buttons (60 X 60), and some are like towering skyscrapers (they typically run down the side of the page).

You will find everything from banner buttons (about 30 x 30) to banner towers (160 x 600).

You can use any of these on your own site, but in traffic exchanges you will mostly be using the standard size, 468 X 60 (measured in pixels). We will be referring only to those in this book.

Additionally, banners come in different formats; .gif, .bmp, .jpg, .jpeg, .png along with flash banners which are often more difficult to use in traffic exchanges because they often require additional code.

Do Banners Work?

Are banners really an effective way to advertise???

Yes and no. It's like anything else; you have to make the most out of it.

Did you ever wonder why Pepsi puts a billboard on the side of the road when certainly everyone has heard of Pepsi? It's called branding. It's to keep it in the public eye. It's to remind you, or at least make you think that those whom drink Pepsi have fun with beautiful guys and gals at the beach, or whatever the campaign may be.

It's the same thing for you.

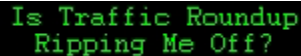
Banners are a good way to brand yourself; your name, your product, your business.

If you are promoting XYZ Biz and using their main banners, you are just another ad and won't get seen because of 'banner blindness'. That means that people have seen your ad before (maybe promoted by someone else) and they pay no attention to it.

How to Make Banners Work

The secret to making banners work is to make them very unique. They must catch the visitors eye. They should be extremely attractive, flash, or stand out in some way that demands attention.

The opposite end of this is a banner that actually looks like a text ad. It may even look like instructions provided by the website you are promoting. Similar to this:



Is Traffic Roundup
Ripping Me Off?

That question could inspire a user to click out of curiosity. Of course, you'd want to have a page they go to that explains how you make commissions and referral bonuses and how Traffic Roundup is not

ripping you off. It's a great attention getter ☺

Banners could have your picture or name on them (branding), or something very unique, controversial or outrageous that inspires a viewer to click.

If you are placing banners on a traffic exchange, you will have very little option as to where to place them. But if you are putting them on your own page, chose a location above the fold (the top of the page before you scroll down) and if possible somewhere near the top left or close to a menu.

Another thing you want to think about is asking for the click. This is called the 'call to action'. In other words, some banners might say 'click here' or 'click here to learn more'. This should always be included in any type of advertising. You must ask for the sale, or the click as the case may be.

The other thing is that you must blitz banners. That means that you will need many thousands of exposures to get them to work. A thousand exposures of a banner will not draw too many clicks, but tens of thousands will. Always test your banners to see which work best and always load the boat when doing a banner campaign.

Where To Get Banners

If you are not good at making banners yourself, you should hire someone to do them for you. They should not be very expensive. Some good sources of getting banners done for you are:

<http://www.ScriptLance.com/>
<http://www.TimWhiston.com/>
<http://www.TDHCentral.com/>

You can also create your own banners online with free services like these:

<http://www.bannercreator.us/>
<http://highpowergraphics.com/bannerbuilder/>

Don't expect the high quality banners you can get by paying to have them designed, but they will work okay in some situations.

Of course, if you are skilled in using graphic editors like Paint or Paint Shop Pro, you can make your own.

How to Set Banners Up in Traffic Exchanges

Most affiliate programs and online business opportunities give you banners to use. Also, you can have your own made for a very affordable price.

When it comes to setting up banners there are 2 important links you need. This is where many people get confused.

The links you need are:

The link to the banner (image)

The link to where you want people to go when they click your banner

The link to your banner will usually end in gif., .jpg, .bmp or .jpeg

Always remember that this is the graphic - the actual ad/banner. Many exchanges will word this differently, so you need to get the verbiage under your belt.

Some will say 'banner link'

Some might say 'banner image'

Some might say 'ad link' (as does Traffic Roundup)

There are other terms they may use, so you will have to read each T.E.s instructions carefully.

Also, you have a link to the site you want people to go to when they click you banner. Some of the verbiage you will see for this is...

Target URL

Website

Site Link (as does Traffic Roundup)

Just remember, the link for your website goes in the Site Link, or Target URL, and the image goes into the banner link, or Ad Link. On TrafficRoundup.com the banner goes into the Ad URL and the link to visit goes into the Site URL

Remember, on Traffic Roundup:

Ad URL - link to your banner

Site URL - link to the website you are promoting

How to Set Banners Up in Traffic Roundup

First you need to be a member of TrafficRoundup.com. If you aren't, you can join here: <http://trafficroundup.com/newuser.php>

Next you need to login to the member control panel:

<http://trafficroundup.com/member.php>

There is more than one way to get to your banner manager in Traffic Roundup. The fastest way is to click Banner Manager link at the top of the page in the main members area.



If you have previously added banners, you will see them in the Banner Manager area. If you have submitted them and still don't see them, it's because you entered them incorrectly and they were not approved.

If you are starting from scratch (entering banners for the first time),

you will see two fields that need to be filled:

Ad Link:

Site Link:

See the above information if you are still lost on this.

You will also see the Add button. Once your information is correct, you can click the 'Add' button and it will go to admin for approval.

You will also see a 'Convert Credits to Banner Impression Credits link. You are welcomed to exchange some of your surfing credits to banner impressions.

If you already have a banner listed it will show you how many impressions (credits) you have left, how many times the banner has been shown, how many times it was clicked, if it has been approved by admin, and whether or not it is paused or showing in rotation.

You will also see buttons to Save, Assign, Pause and Remove. These are self-explanatory. If you make a change to the information you will have to save it. If you want to get it seen you will have to assign impressions/credits to it. If you want to pause it, click Pause or remove to delete it.

You will also see a link that says Convert Credits to Banner Impression Credits. You can purchase banner impressions from Traffic Roundup, but if you have some credits stored up, you can also click that link and convert some of your unused credits to banner impressions.

Here's an example of what you will see in the banner manager area of Traffic Roundup:

Banner Manager

Below are all your banners, shown exactly as rotated. Please check that each one shows the correct advertisement, and be sure to assign banner credits to them.

TrafficRoundup does not accept banners for tobacco products. Most free sites, check with your hosting provider if your banner does not appear here.

Trade purchased credits or credits earned by surfing for banner impressions/views

Credits: # credits left to show banner
Views: # times banner's been shown
Clicks: # times someone clicked it
Checked: if admin accepted banner
Paused: if banner is in rotation

This is the link/url to where your banner is stored (not a folder on your computer)

Need help with banners? [Read this tutorial](#)

[Convert Credits to Banner Impression Credits](#)

You see banner if settings correct

This is where you want people will go when they click on your banner

If you make any changes, save your banner here

Add new banners here

Ad URL	Site URL	Credits	Views	Clicks	Checked	Paused
http://www.funnyfarmtraffic.com/banners/ff_banner1.gif	http://FunnyFarmTraffic.com	0	15	0	Yes	No

Save Assign Pause Remove **Delete the banner**

Assign credits **Stop the banner from being shown to members**

Ad URL: Add

Site URL:

How to Set Banners Up On Your Own Page

We are not going to go into depth about HTML code, but if you know a little about it you can set your banners up on your own web pages.

The code to do this is fairly simple. You will first need to add the link to your image, then add the link where you want your visitors to go. Sound familiar?

The difference now is that you do not have text fields to enter information, but you will be able to do it yourself.

To get your viewers to go to your web site after they click, you would add this code:

```
<a href="http://www.example.com">
```

The code to show the banner image, or any graphic, is as follows:

```

```

Obviously, your link will be different. The 'img' is code for image. The 'src' means the source (where the name of the image and where it is stored on your web site [not your computer']). The following part is the exact address to link to the banner.

Finally, you have to close the tag with (we started with a and that has to be closed or the code won't work properly).

You can also place the image/banner where you want by adding <center> for the center of the page, <p align=left> for the left side, <p align="right"> for the right side of the page. Be sure to close all tags: with </center> </p>.

Of course, you will have to put these tags (code) on the proper place on your page. If you want them at the top, middle, bottom or whatever, that's where you'll have to put them.

Just on more quick thing about the code then we are going to put it away.

If you want to wrap text around any image you can use this code...

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This will put the banner to the left and the text will wrap around it on the right. You could replace align=left with align=right if you wanted to do the opposite.

This helps with large banners like towers (these run pretty far down the page).

Conclusion

Banners can be a very successful marketing tool for you once you get the hang of using them. Remember to use banners that stand out from the rest so you can get the customers attention.

Colorful graphics, animation and flashing objects are very useful when it comes to banners.

If you need any more help setting up your banners in Traffic Roundup, you can click the Fast Start Tips in the Members Main Area, or you can click the tutorial on the Banner Manager page.

If you are not a member of Traffic Roundup yet, we invite you to join us at <http://TrafficRoundup.com>

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