

# Banner Ads

## Steps to putting a banner ad online (Zimmerman, 2017):

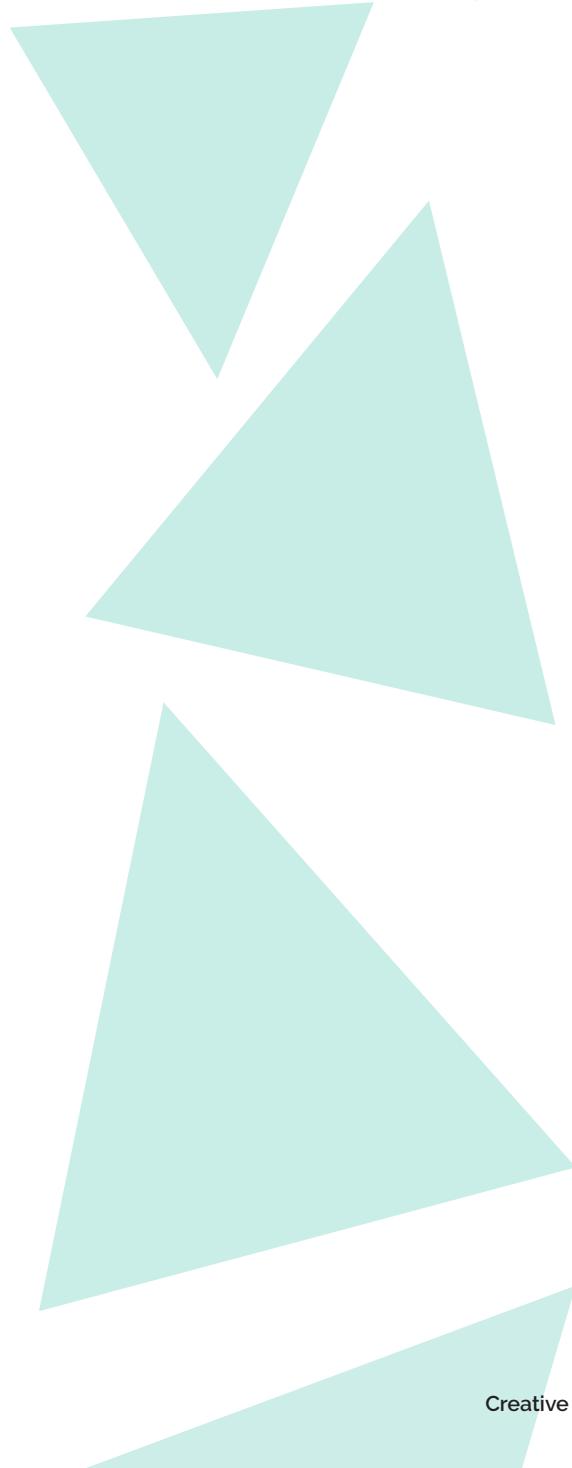
1. Find publication sites that are appropriate for the construction and design industry.
2. Check their media kits.
3. If there's no media kit, call them.
4. See what their demographics are, page views, number of ads sharing the same space in rotation, reporting options and how to track results of the ads.
5. Select an inside page at the second or third level. not as costly as home page, so rates are lower. the visitors to these pages might be more qualified as prospects as well.

## Why banner ads?

There are low click-through rates that banner ads receive, there is clutter, even lack of creativity. Thirty-one percent of people only want to click ads when they're in the mood or interested in looking at them. Fifty-four percent don't trust most online banner ads they see. Forty-six percent worry pop-ups will take over their screen. Sixty-one percent don't want to be distracted (Zimmerman, 2017). These are some of the obstacles a digital strategy has to overcome; it's useful to know the negatives because it will direct the way banner ads should be, in order to solve the problems some internet-users face.

The same clutter exists in out-of-home advertising and advertising on social media. These types of ads are there as a reminder, and to support the overall campaign. The frequency of a banner ad, as long as it's not a nuisance, can aid well in top-of-mind awareness. With the right balance of reach and frequency, brand awareness will increase (Mosenson, 2010).

The following five banner ads are examples of ads that will be distributed online in the respective cities to the respective target audience, with a clickable link to take the consumer to FINFROCK's webpage. The ads combine a sub-brand and a targeted geographic city. They essentially kill two birds with one stone. The sub-brand shows FINFROCK has expertise in one of three areas, with the city being shown special attention that FINFROCK wants Orlando, or Tampa, or Jacksonville, to be built the FINFROCK way. These narrowly targeted banner ads, that are highly visual and colorful but simple, should help generate leads on the internet.





How does FINFROCK make stunning office complexes completely out of pre-cast concrete, fit for Fort Lauderdale? Innovation, panache, and a little something called the Dual-Deck. Price and schedule guaranteed.



## Fort Lauderdale: Built the FINFROCK Way



How does FINFROCK make a student housing complex completely out of pre-cast concrete, fit for Jacksonville? Innovation, panache, and a little something called the Dual-Deck. Price and schedule guaranteed.



## Jacksonville: Built the FINFROCK Way



How does FINFROCK make luxury apartments completely out of pre-cast concrete, fit for Miami? Innovation, panache, and a little something called the Dual-Deck. Price and schedule guaranteed.



## Miami: Built the FINFROCK Way



How does FINFROCK make a hotel completely out of pre-cast concrete, fit for Orlando? Innovation, panache, and a little something called the Dual-Deck. Price and schedule guaranteed.



## Orlando: Built the FINFROCK Way



How does FINFROCK make a hotel completely out of pre-cast concrete, fit for Tampa? Innovation, panache, and a little something called the Dual-Deck. Price and schedule guaranteed.



## Tampa: Built the FINFROCK Way