



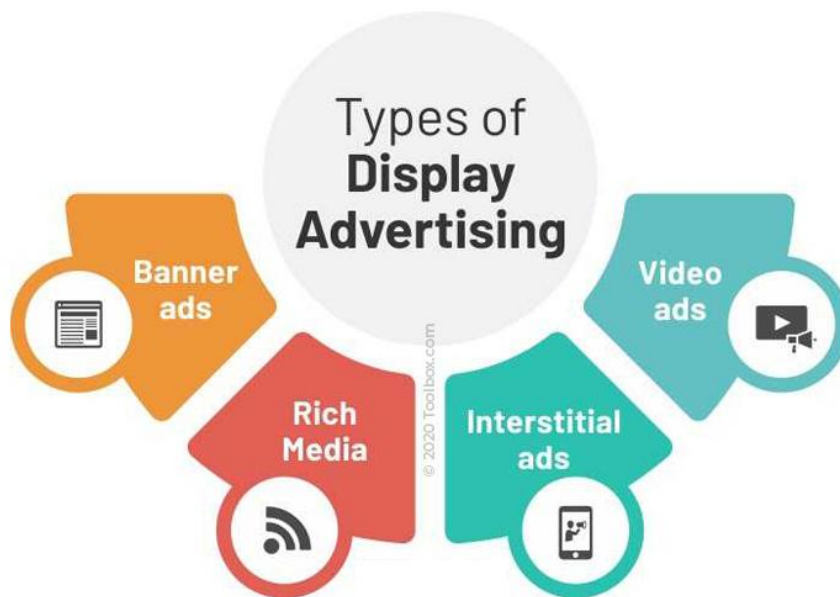
**SNS COLLEGE OF TECHNOLOGY**  
**(An Autonomous Institution)**  
**COIMBATORE- 641 035**



**Department of Computer Science and Engineering**

**19CSO404 – Fundamentals of Digital Marketing**

**Types of Display Advertising**



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Effective display advertising management relies on visuals to get the core message of the campaign to the audience. The aim is to make sure that users are automatically drawn to an ad when they visit a website or a social media platform. So, here are a few different options you should experiment with when outlining your display advertising management strategy.

**Banner ads**

Banner ads are the most common display advertising format, as they clearly stand out on any webpage. They are named after their shape, which is banner-like. They are nothing more than hyperlinked, image-based ads in the shape of a strip. They are usually placed on the top of a webpage to immediately draw the user's attention.

## Rich Media

Considering that roughly 30% of Internet users find traditional banner advertising distracting, advertisers are exploring more innovative ways to display their ads. Use of rich media is one such new tactic that involves using interactive elements such as video, audio, and clickable elements to make the advertisement more engaging.

## Interstitial ads

These are ads that appear as a separate webpage before you are directed to the original page that you wanted to visit on the internet. They are effective in capturing the user's attention as they take up the entire screen.

## Video ads

When it comes to display advertising costs, video ads are slightly more expensive but worth it. Platforms like YouTube and Instagram have made it convenient for marketers to run video ads and attract a lot of attention and engagement.