
Large rotating banners are banners that are selected for display out of a group of other large banners. This means that each time a page is loaded a different banner is selected for display. The current selection process for the large banners is based on the order in which the banners were added to our system. Even though, these banners are selected out of a group, they are displayed on every page of the web site and therefore they are not less effective than the static banners, which are displayed only on a single page. The number of banners in this system can change, which will affect the number of times a single banner is displayed. For example, if there is only one banner in the system, only this banner will be displayed. If there are two, each banner will be displayed every other display of a page. If there are ten banners in the system, each banner will be displayed every tenth display of a page.

Small static banners are banners that are displayed each time a page, on which they are placed, is loaded. These banners are displayed on most of the pages of our website and thus, they are also a very effective mean of advertising.

Large static banners are banners that are displayed each time a page is loaded. These banners are most effective on the most frequently viewed pages, such as the home page. Most of these banners are shown only on the home page. However, they can be placed on any page of the website.