



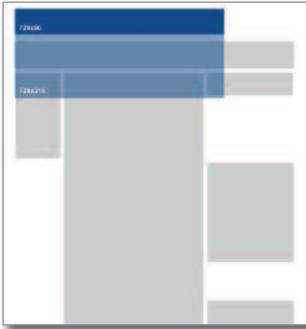
**Making a good
impression.**

Banner adverts available throughout the Labmate network of sites are a great way to promote new products, offers and even display video to engage our audience to interact with the creative you supply.

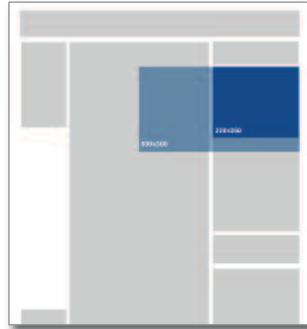
There are four banner display units available in the network. These banners are all sold on a cost per thousand basis (CPM). This CPM method allows advertisers to buy the space at a set rate per 1000 impressions.

The banner units available are measured in pixels and the network supports the following sizes;

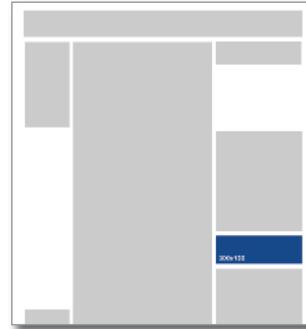
W728 x H90



W300 x H250



W300 x H100



W120 x H600



So how do you make a good impression?

We have run many banners over the years and on many occasions the banner creative supplied was missing some vital elements that directly affected the performance of the click rate.

The banner provided needs these simple components;

- **A simple call to action** – why will a site visitor click your banner, make the creative simple and to the point
- **A relevant landing page** – once the banner is clicked the visitor needs to land on a creative relevant page, eg; if a banner is about a blue dog, then the landing page should be more info on a blue dog, not a general page about dogs
- **An eye catching graphic** – a picture tells a thousand words, also consider what a video will do.
- **Well placed** – make sure the banner is relevant to the portal your choosing

We run a very robust Ad serving solution.

The system is a third party solution, so we simply program in the impressions booked and the software does the rest. This ensures you get what you pay for, unlike many other websites offering banner advertising space.

Have you ever asked for statistics from other companies who have run a banner for you?

Our Ad serving solution permits multiple banner creative deployment. This means you can book a level of impressions for a unit, and run more than one campaign and banner creative in this space. For example a booking of 100,000 impressions can be divided across 5 banners, all landing on 5 different landing pages all having 20,000 impressions each.

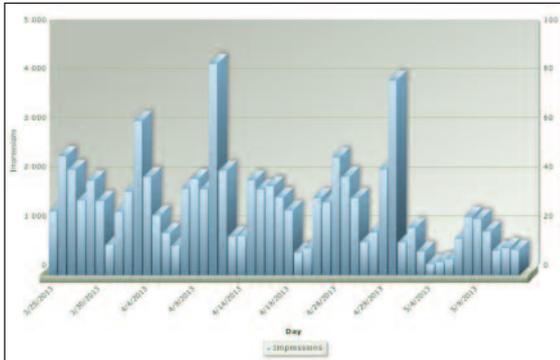
The benefit in this solution allows clear identification of which banner is working and which offer or product is successful. The impression can also be shared across our network, so if your products suit the environmental and petro markets, why not provide creative for both portals, and split the impressions however you want.



Reporting?

We are able to set up daily, weekly, or monthly email reports keeping you up to date with the performance of your banners. You can change your creative at any time of the campaign; in fact we encourage new offers, and creative to engage our visitors to continue to interact with the banners. *You're investing in impressions - make them count.*

Still not convinced banners work? – call today and speak to your account manager and arrange a trial of 2000 impressions and a consultation on the banner design.



Month	Impressions	Clicks	Click rate
March 2013	11,458	38	0.33%
April 2013	50,402	247	0.49%
May 2013	8,491	29	0.34%
Total	70,351	314	0.45%



Impressions	Unique visitors	Clicks	Click rate	Repeat	Unique click
70,351	17,705	314	0.45%	3.97	249

**For more information, please contact Rob Parker
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