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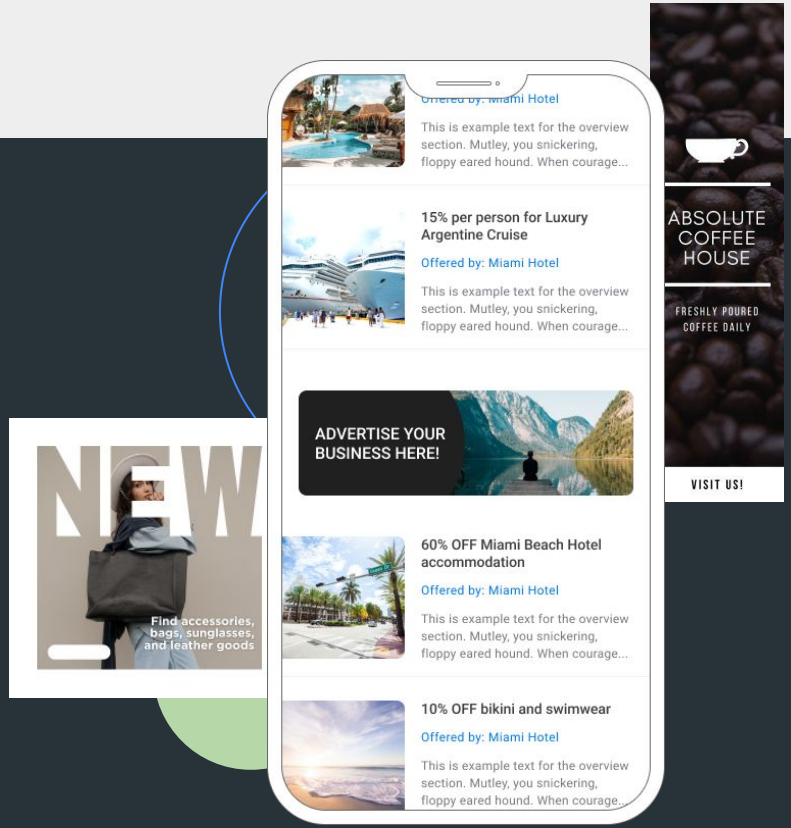
Webinar

SEPTEMBER 2024

The eDirectory Banner Ads System



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Next Events

- September 25th - Enhancing User Experience in Online Directories

https://www.edirectory.com/webinars

Background on the eDirectory platform

Fits any industry or purpose

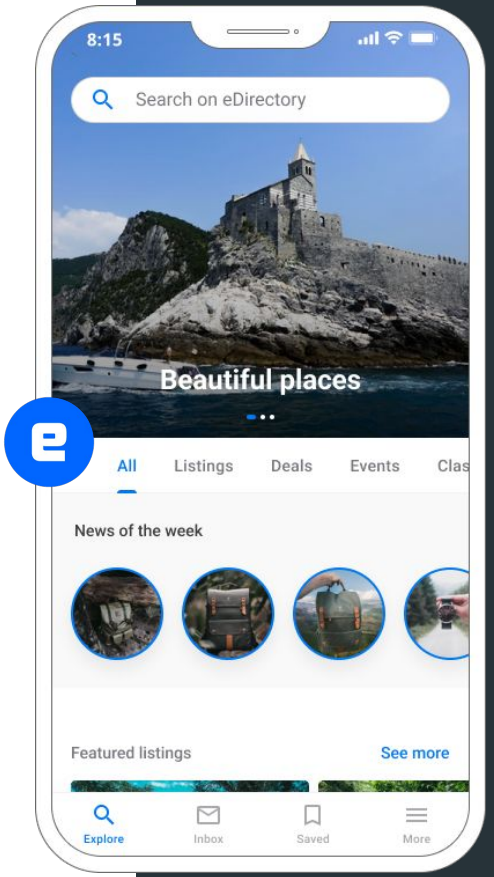
Highly customizable

Integrated native app builder

In-house Customization Team

Source code available

Request a live demo at www.eDirectory.com



The eDirectory Banner Ads System

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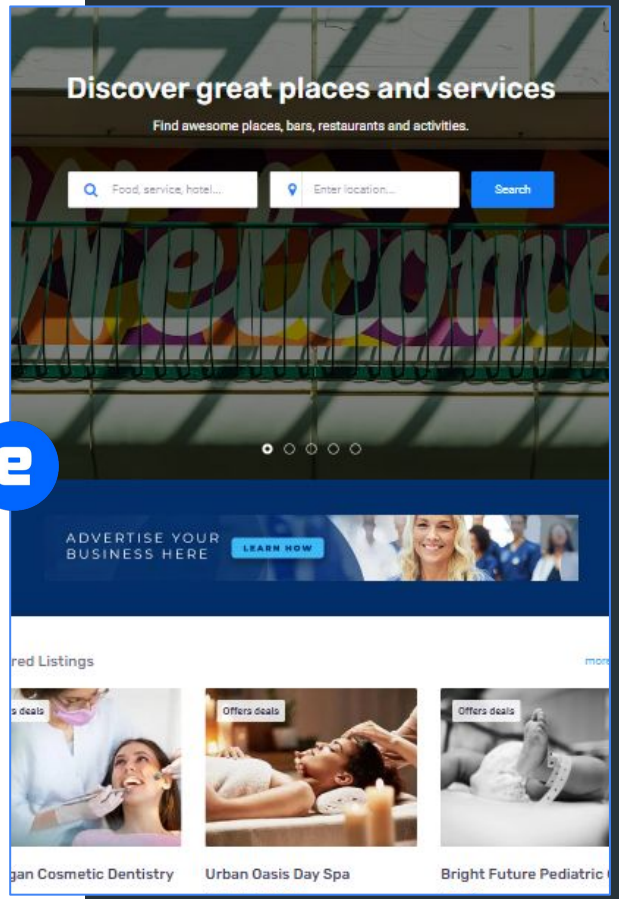
Summary

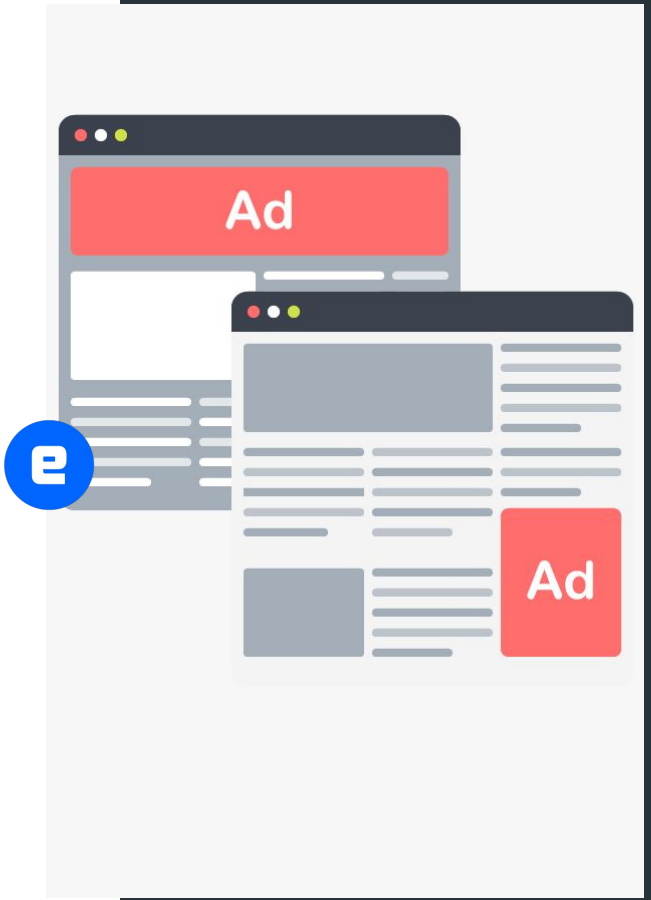
In this webinar we'll discuss:

- The importance of Banner Ads
- eDirectory's Banner Ads System
- Types of Banners
- Banner Placement and General Settings
- Best Practices
- External Ads Platforms
- Geo-targeted Banners Plugin



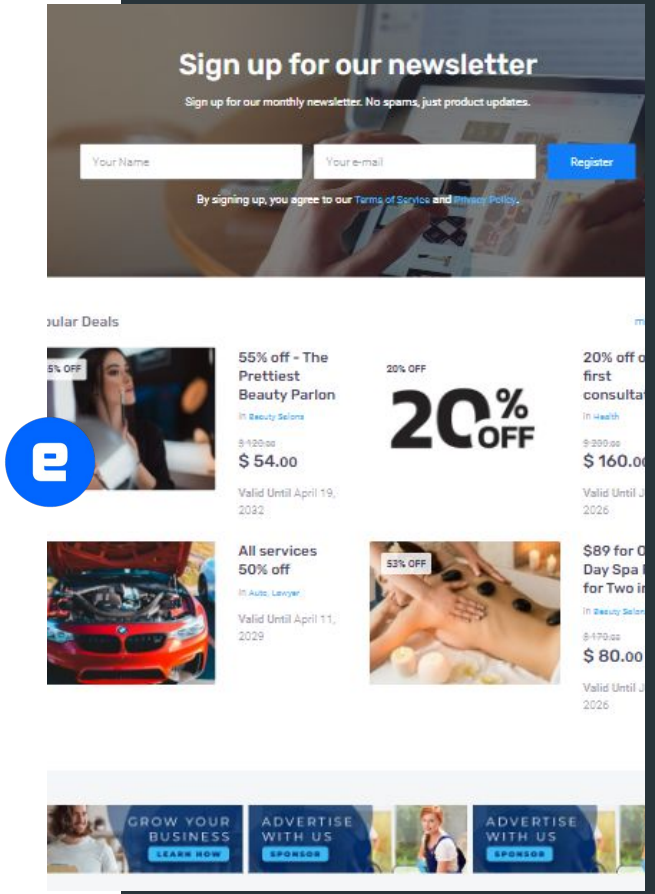
Why using Banner Ads

- **Additional Revenue Stream:** Banner ads provide a straightforward and reliable way to generate income by selling ad space on your directory site.
- **Targeted Advertising:** Banners can be strategically placed to reach specific audience segments, increasing the effectiveness of ads and maximizing advertiser satisfaction.
- **Increased Site Value:** Offering banner ads as part of your advertising package enhances the perceived value of your directory, making it more attractive to potential advertisers.



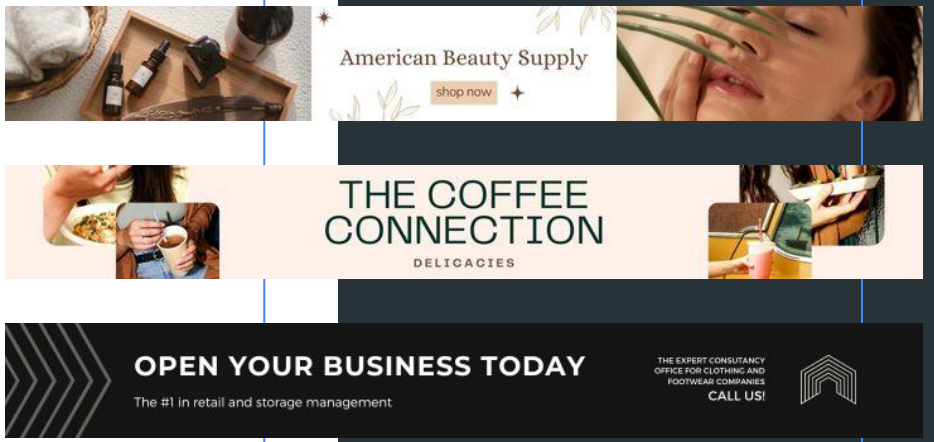
The eDirectory Banner Ads System

- 5 industry-standard types of Banners
- Site Owner and Sponsors can create banners
- Flexible Pricing cycles
- Works also with Script-based Ads Platforms
- Exclusive Banners for the Native Apps



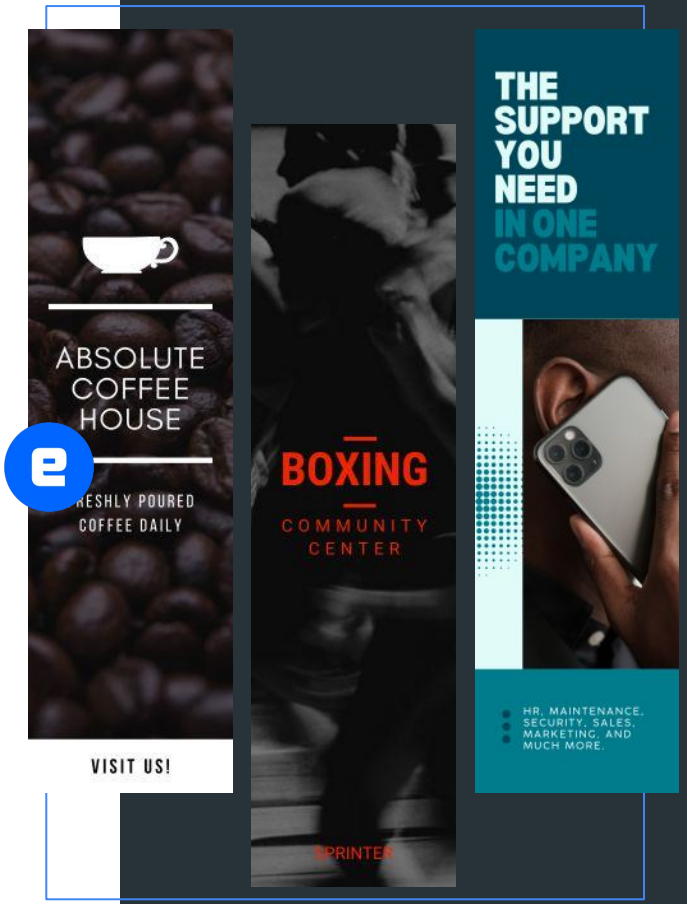
Leaderboard

- Size: 728px x 90px
- Main Placements: any page



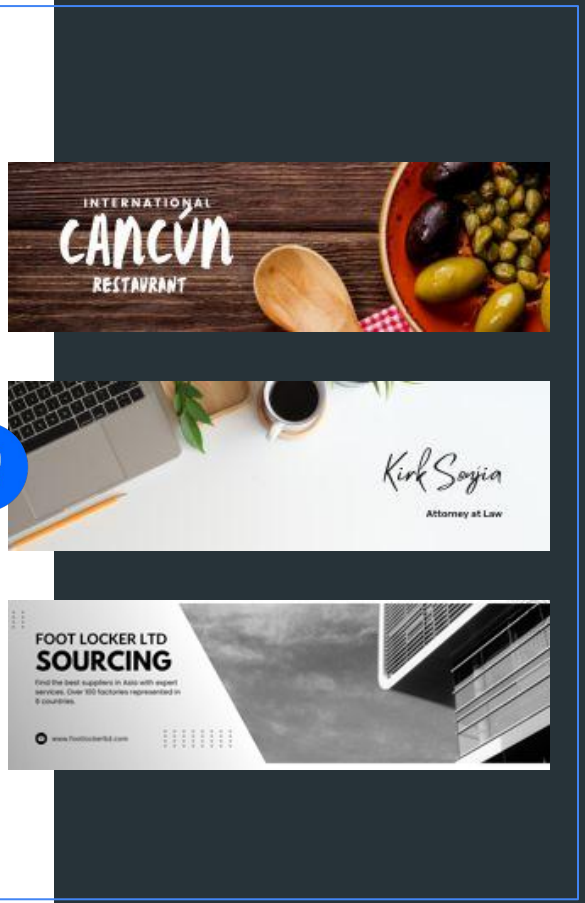
Wide Skyscraper

- Size: 160px x 600px
- Main Placements: positioned at the right of the widget. It can also be utilized within the Recent Reviews, Horizontal Cards, Browse by category or browse by location widgets



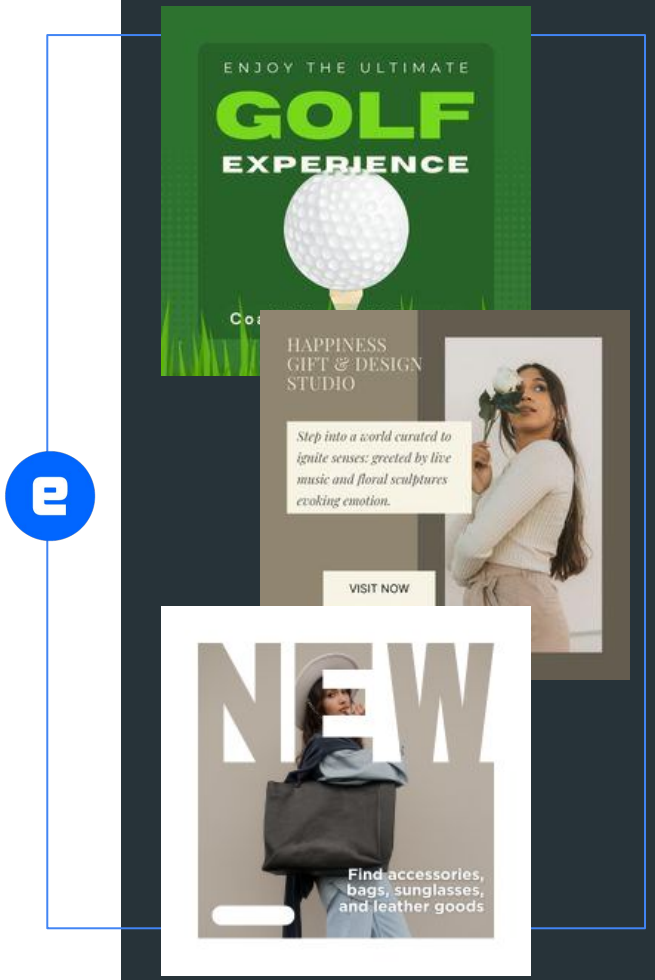
Large Mobile (rectangle)

- Size: 320px x 100px
- Main Placements: any page
- This banner type is displayed in a cluster of three pieces. It is also the only banner type that can be displayed in the mobile version of the site and on the app, besides displaying on the web version as well.



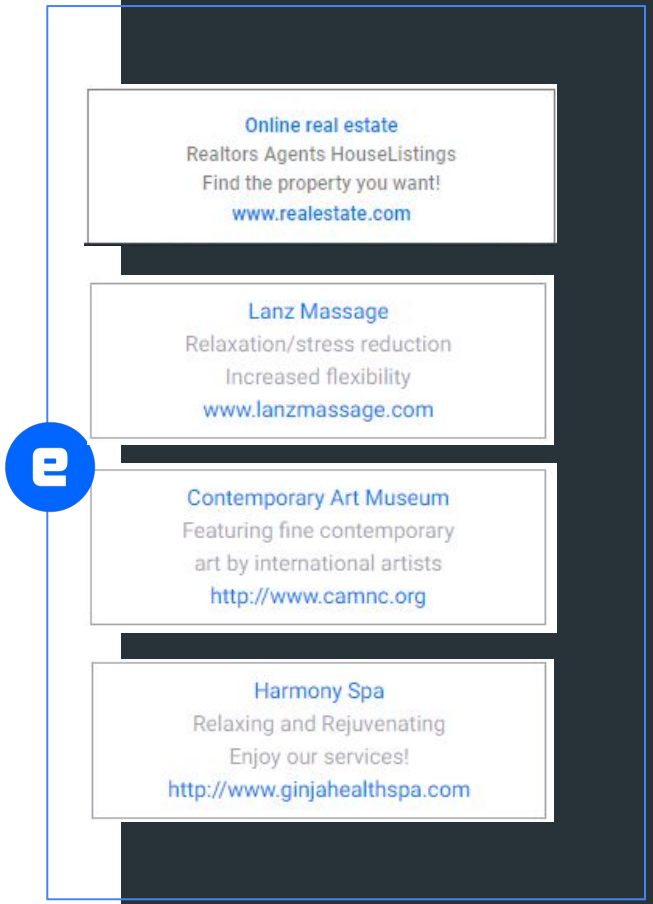
Square

- Size: 250px x 250px
- Main Placements: The square banner finds its home on the right side of the Horizontal Cards, Browse by category or browse by location widgets, complementing the content in these sections.



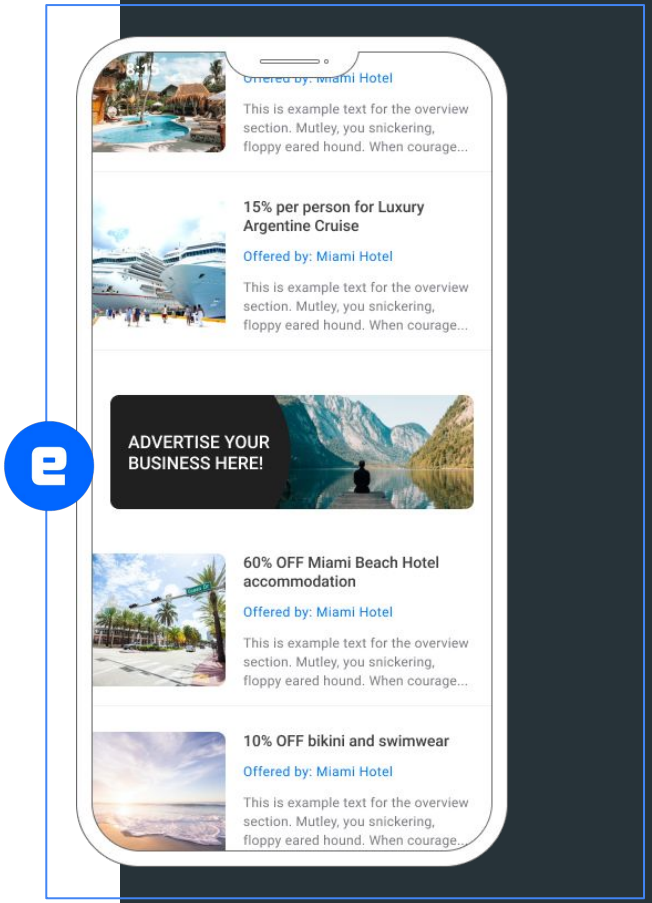
Sponsored Links

- Size: 320px x 100px
- Main Placements: any page
- Does not require image upload
- This banner type is displayed in a cluster of three pieces



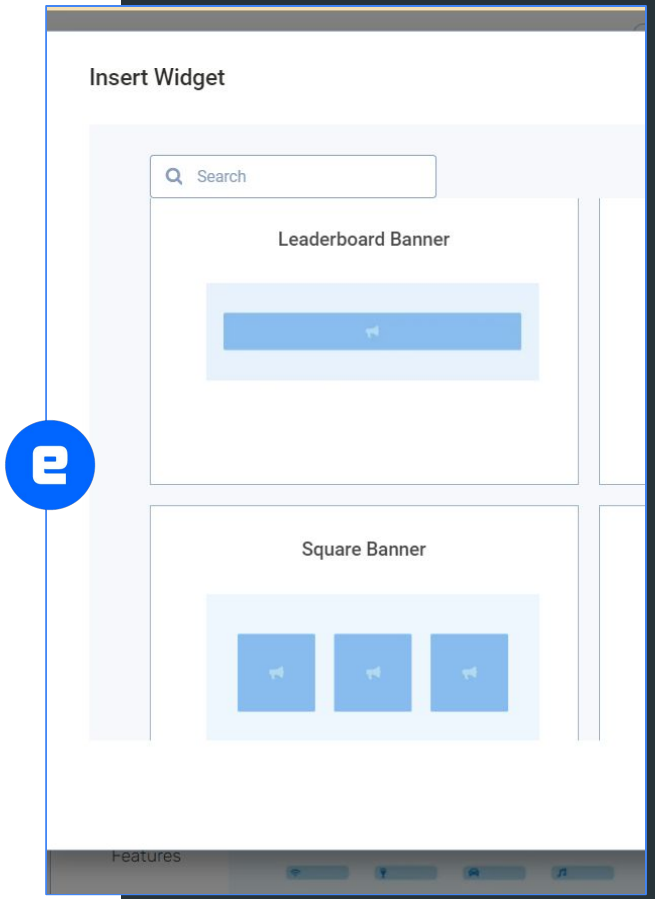
App-exclusive

- Size: Square or Large Mobile
- Main Placements: explore menu (all tabs), listing detail page (following the listing template editor), results page
- It’s a setting, not a banner type



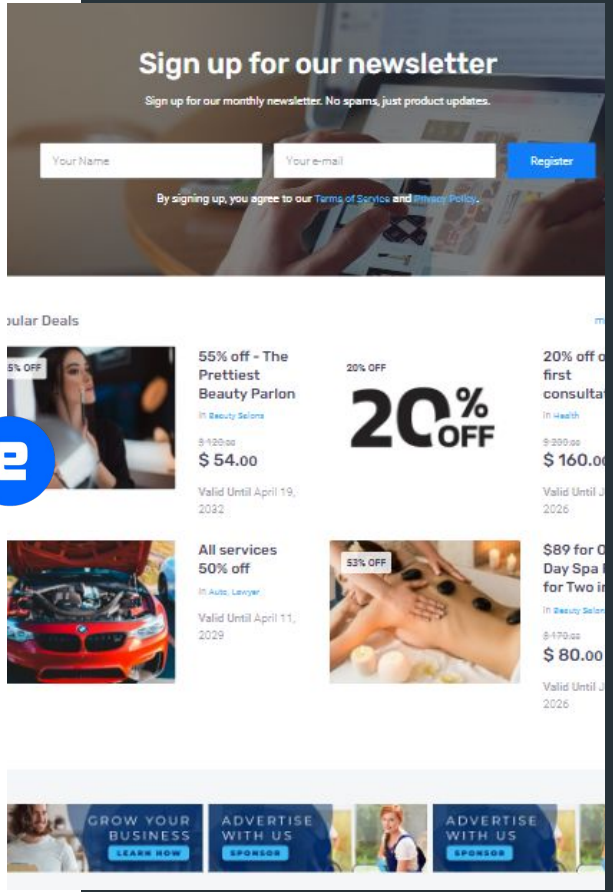
Banner Ads Widgets (slots)

- Page Editor
- Listing Template Editor
- Custom Content Widget
- In-article (Adsense)



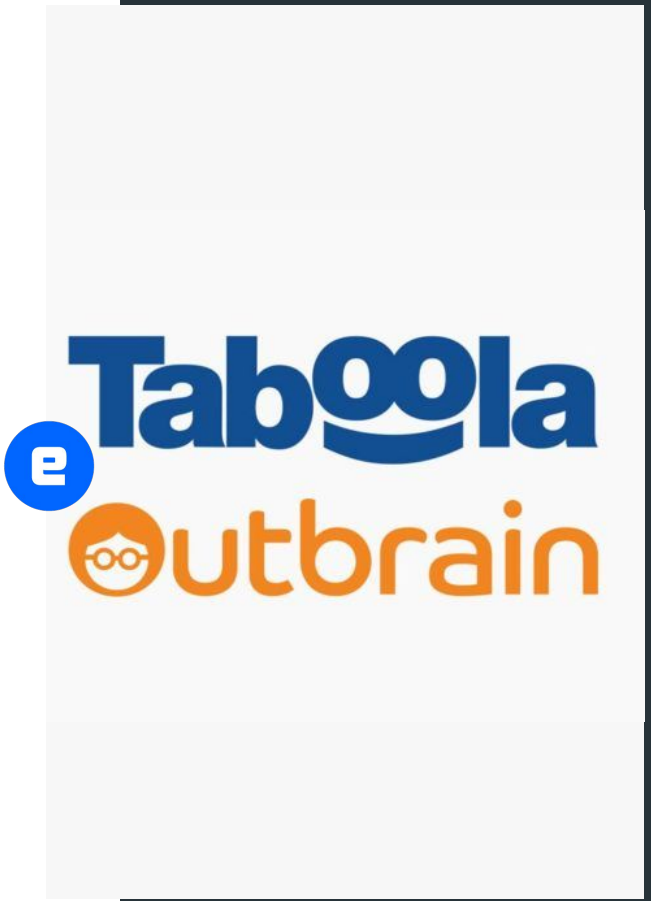
Banner Ads Settings

- Global
- General Pages
- Individual Modules - general
- Individual Modules - category
- Mobile App
- Link + behavior
- External Script



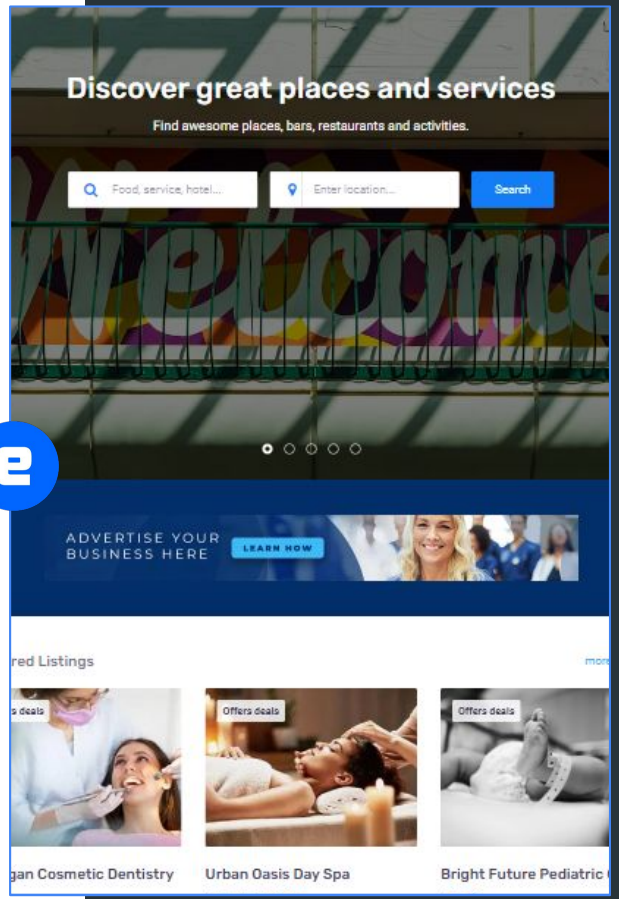
Some Ads Platforms

- Google Adsense
  adsense.google.com
- Adroll
  adroll.com
- Taboola
  taboola.com
- Outbrain
  outbrain.com



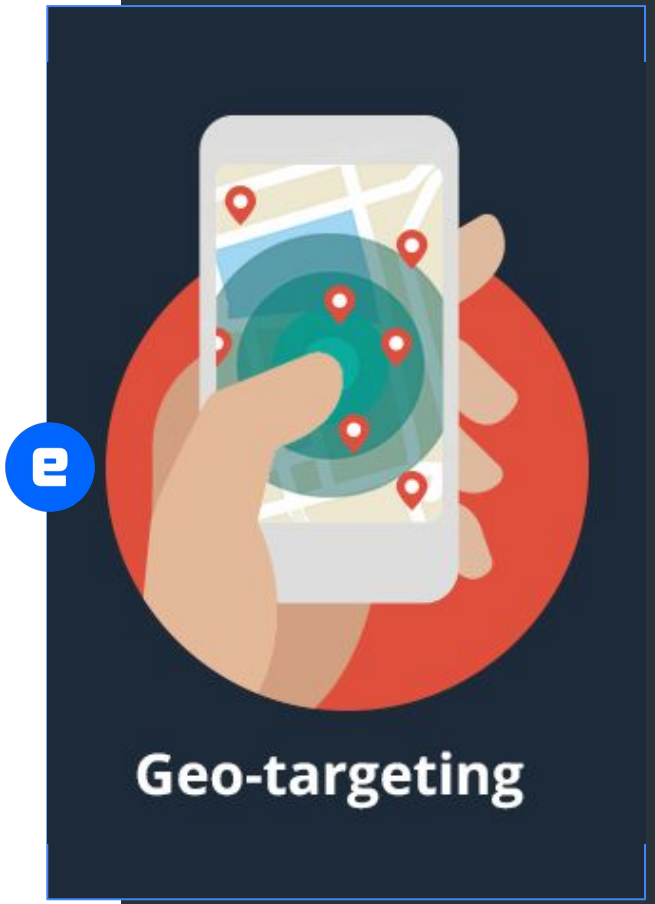
Best Practices and Tips

- Reduced number of slots on each page
- Use canva.com to create the pieces
- Get great images from unsplash.com
- Adjust premium levels to hide banner ads



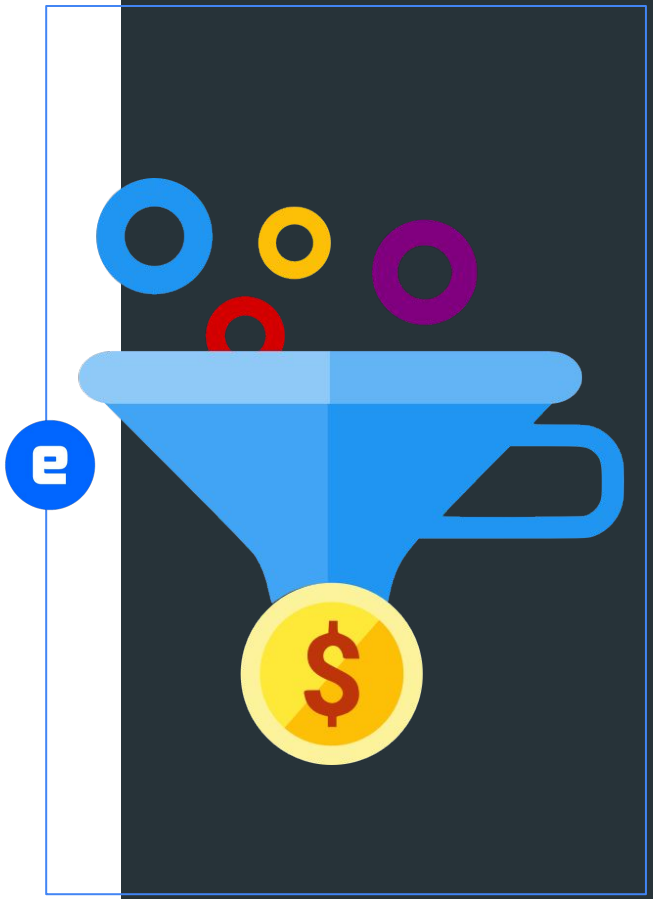
Geo-targeted Banner Ads Plugin

- Display banners based on user’s location
- Specific Location + radius
- Works on mobile apps



Monetization Strategies

- How to determine pricing for different banner ad placements.
- Use unsold banners spaces to promote the site
- Leveraging analytics to show the value of banner ads to clients.
- Offering tiered ad packages or bundles - Elephant Hunting



QUESTIONS?