

CONTEXT **DATA!**  
GLOBAL **DATA!**  
LOCAL **DATA!**



# Bannering

EFFECTIVELY COMMUNICATE YOUR ADVERTISING MESSAGE TO MORE THAN 7 MILLION UNIQUE VISITORS PER MONTH!

## DESCRIPTION OF FORMATS

Improve my image on Infobel

### 1 **Leaderboard**

This banner is always at the top of the page. It is ideal for attracting new visitors to your website, raising the profile of a brand, getting a clear message across to a large audience, and it has been shown that it helps turn visitors into customers for the merchandising sites. This is the most usual format, which has already proven itself!

### 2 **Skyscraper**

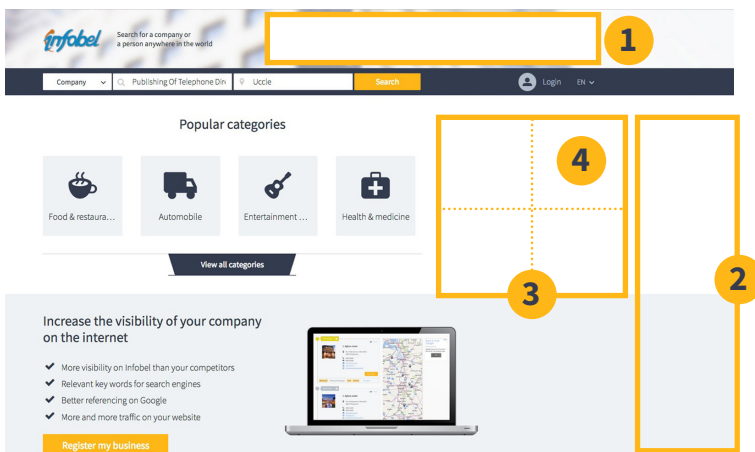
This type of banner can be produced in various formats (HTML, image maps, Flash, etc). It's currently the most widely-used model in search engines. The direction of reading ensures the visitor's gaze and attention is immediately drawn to it.

### 3 **Pixel/Button**

The Pixel/Button is a smaller format than conventional banners, but just as effective. It's the ideal format for conveying a short, edgy message (ideal for sponsoring or branding). This format can be adapted to "double button" or "triple button".

### 4 **Text link**

The text link is highly effective at a click, enabling you to convey a direct, concise message.



## REFERENCE YOUR BUSINESS BY QUALIFYING IT!

**About Infobel :** Kapitol is the publisher of Infobel products specializing in B2B and online services. With a global digital platform, Kapitol-Infobel publishes and continually updates a database of some 350 million telephone subscribers and 186 million businesses worldwide. Operating throughout the world, Kapitol-Infobel also offers numerous B2B solutions including a large range of products and services that allows customers to get or improve, use data for the purposes of publication, marketing, advertising, and other data purpose.



IMPROVE DE QUALITY OF MY DATABASES