

# Banner Advertisement Program

*PublicRegister.com and PublicRegisterOnline.com*



***Mobile banner advertising will continue to see record growth in 2011***



*A banner display advertisement creates brand awareness, and a unique image in a person's memory.*

## **The Public Register's Banner Ad Program has the following benefits:**

- We design your ad for you using your existing logo, color scheme and design elements at no additional charge.
- Run of Sites (ROS), which means that the banner ad is displayed throughout the banner network. The banner network rotates on dynamic pages between three targeted annual report ordering sites; [PublicRegister.com](http://PublicRegister.com), [PublicRegister.mobi](http://PublicRegister.mobi) and [PublicRegisterOnline.com](http://PublicRegisterOnline.com).
- This type of approach brings immediate attention to your corporate image.
- The ROS banner network gives you the opportunity to participate in the program on our traditional websites and our new mobile site platform. It is the only display ad on the page!
- The banner ad will be viewed by a community of 152,000 registered users and 59,000 Registered Investment Advisors.
- The average registered user stays on our traditional sites for about 4 minutes. Current metrics indicate that each user views 8 banners in that time frame during each session. That means a banner is viewed on one of our sites every 34 seconds.

***Drive web traffic to view or order your annual report for pennies per impression.***

THE PUBLIC REGISTER

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