

# NEW AGE MEDIA – DIGITAL/INTERNET ADS

## FORMS OF INTERNET/DIGITAL ADS

- **Websites** – companies create webpage , show ads of Firm Brand
- **Banners** – a banner like a little billboard , top or bottom of the web page
- **Floating Banner** – move across the screen ,
- **Buttons**- similar to banner , small size ,
- **E – mail Ads.**- sent e- mail ads ,direct mail ads ,
- **Video Ads** – You Tube , Facebook, Twitter ,
- **Social Media Ads**- auto-play video , to target the audience . i.e.
- **Mobile Ads** – message - SMS