The waning effectiveness of banner ads

In an article on the Hirt and Carter website, Charles Arthur points out that studies have shown that less than 2 in every 1000 web surfers actually click on the banner ad.

Studies also show that only about 45% of visitors to a site actually look at the banners for at least one second.

Mike Butcher, of New Media Age magazine, remembers a time, three years ago, when the click-through rate was about 50%.

Source: Hirt and Carter

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