

CURRENT APPROACHES IN E-ADVERTISEMENT

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Abstract

Introduction of a new product or service is a common notion from the beginning of the first ages. However, devices have recently changed with no changes in marketing and introduction facilities. In the last century, along with the technical enhancements in media many changes have also happened in the presentation area of products and service. In the last 15 years, internet has joined the TV and the radio as a tool of advertisement. Internet is the latest and most modern communication device of the new information age. At the beginning internet was being used for education and research but in the following years it was began to use in the area of advertisement rapidly. E- advertisement means making introduction facilities of products or service in internet. E- advertisement in introduction facilities has taken its rightful place by the help of advertising, internet speed, one by one communication, interrelation, as well as use of voiced and moving appearance. Having a 17 year short history, E – advertising has renewed itself aesthetically and structurally along with the enhancement in information technology.

In this research, so-called “up to date approaches in e-advertisements” was selected for advertisement banners broadcasted in news agencies in order to find out the improvements in technology and esthetical planning used in e-advertisements today. The application samples from various Turkish and other international newspapers and portals and enriched have selected for materials. In sample analyses, e-advertisement banners from the point of shape, content, technique and esthetic dimensions were analyzed. This study serves as an important tool for researchers in advertisement, advertisement agencies and designers.

Keywords- Advertisements, Banner, Design, e-advertisements, e-advertisement tools, Media.

Introduction

Before defining e-advertisement, let's have a look at the definition of advertisement itself; “it is an announcement of a work, a good or a service described by means of general publishing to broad masses of people” (Ünsal 1982 p.12). Kocabaş and Elden (2005) define the advertisement as “a stock unit that presents a message about a good or service orally or visually” (p. 14). To sum up, the advertisement is a work unit for introducing and selling a good or service to mass media buyer. The advertisement of a good and service promotion efforts in marketing activities are used to be delivered to consumers by traditional communication means (radio, TV, cinema, posters, brochures, billboards, etc.). Today, a new communication mean was added to these former ones, and this is called Internet. The Internet, consisting of a computer networks, has taken place as a means of communication and advertising for the last 15 years. “This new tool and its amendments led to the change of relationship between a source and consumer in a communication process. Along with these changes, the recipients that are considered to be consumers become active in communication process. Communication process becomes as a system which provides mutual and feedback transformation (Altunbaş 2003a). This structural change altered advertising process as it has altered communication process. New advertisement formats and advertisement agencies with interactive features, which are different from traditional media.

If to define the e-advertisement in the light of the information given above, “It is providing information which brings together the seller and the buyer through the Internet” (Uslu, 2001, p. 58). It is making a product or service introducing operations through the Internet. Besides introducing goods and services in the internet, e-advertising helps to sell goods. No matter whether it is in traditional marketing and advertising methods, or in the Internet environment, the purpose of the advertisement is to convey the information about products and services for the realization of trade between the seller and buyer. However, the advertisement which is prepared on the Internet is accelerating the communication between producer and consumer and at the same time providing one-to-one communication.

Historical Development of The E-Advertisement

The Internet, when it started to serve as a global communication network, was used by public organizations, educational institutions and by researchers only to transfer the information. By 90th along with the development of e-commerce, the commercialization of the Internet, the technological developments as a new transfer of resources prepare the ground for the Internet advertisement. The history of e-advertisement is based on a relatively short period of time. The first advertisement service was started by Hot Wired, the subsidiary of magazine PRODIGY AND WIRED. In 90th PRODIGY conducted a research on a-advertisement models. While Prodigy was developing advertisement models, in 1994 CANTER & SIEGEL law bureau discovered advertisement advertising model by e-mail. CANTER & SIEGEL sent information about the company including so-called “Internet etiquette” mails to discussion group of 7000 people. The mails, which come out of the request of discussion group, were called as a Spam. As the group didn’t like these mails they locked the company by sending an e-mail, then put an end to the company service on a great response. Before the method was not very healthy but later it is used as the necessary agreements by e-mail advertisement method (Ustaoglu 2001, p. 62).

In the websites of Internet for the first time the journal Hot Wired appeared as the commercial banner advertisement; in 27 October, 1994, AT & T Company has also started posting banner in “www.hotwired.com” (Ustaoglu 2001, p. 62). During the period from 1994 until 1996, advertising agencies were waiting the e-marketplace and e-commerce to become a mass market; then they started using as an advertising tool. However, it is clear that this waiting period is too short comparing to others. For example, radio for 38 years, TV for 13 years, cable TV for 10 ten years, and the internet for 5 years (Uslu, 2001, p. 56). Since 1994, although the period of time is very short, the Internet began to take its place in advertising. Today, the Internet advertising reached the point which is the same in degree of increase of investments in infrastructure, development, transport rates, including communication plans and interactive sites, qualified personnel and institutions in the sector (Altunbaş, 2003a).

At the end of 1990, (1999) along with the increase of E-advertisement use it gained standards. For this reason, interactive condition has developed peculiar formats. These formats are: banner, hyperlink, full screen (interstitial), small screen (pop-up) and sponsorship. In the same years, according to research of Internet Advertising Bureau (IAB) 55% Banner, 37% sponsorship, 8% Hyperlink, full screen (interstitial) and small screen (pop up) become obvious in interactive advertising formats (Altunbaş, 2003c). By the end of 2000, now all the e-advertisements, e-newspapers and portals of different sizes and presentations have become a major source of commercial revenue. E-advertisements began to prepare the traditional advertising campaign and started running. The first reason for having E-Advertisements as a big share in the sector, the development of internet technologies and the rapid increase in users and second reason is due to the increase in economic denominator. In 2003, in E-advertisement world according to the Jupiter research group and other research firms estimate a 6 billion \$ advertisement share was expected but 6% decrease is identified with reports. PricewaterhouseCoopers and the Interactive Advertising Bureau's reports on the same research also found similar data.

In 2004, the research companies announced the rise in E-advertisement in future and presented data in the form of advertising. According to these data, although the share of advertisement display in search engines seems bigger, the share of the visual advertisements wouldn’t be decreased (Turk. Internet, 2004). In June 2010 (2 June) in the Congress “Interact 2010” according to reports of IAB (Interactive Advertising Platform) in 2009 in Europe the Internet advertising market reached 14, 7 billion euro, while in the States it is 16.2 billion euro. In 2008, 20 percent of growth rate that is implemented in market has also declined by the impact of crisis to 4.5%. Although the growth of Internet advertising market is reduced, it is realized above all the other media categories. In 2009, from the expense of all media the share of Internet advertising is 18 percent. The information for reports is collected from the offices in Europe and America. Particularly, the classification of shares in advertising expense of the E-advertisement formats is stated. According to this classification, search engines are 46%, displayed (banners, and so on.) are 30%, and some other advertisement formats are 23% (Aru, 2010). In general, if we look the process of the Internet development it is expected that in 2020 the E-advertisement would be completely different.

E-Advertisement in Turkey

The company that gave first advertisement in Turkey is unknown but in 1996 one of the first sectors of web design and application company Sibername was founded. Since 1998, Sibername with the MSN Hotmail cooperation in the field of internet advertising launched qualitative and reliable service (Turk. Internet, 2002).

Although in 1996 there was a start of the first e-advertisement Gulden Tozkoparan from Turk.internet.com claims that in Turkey there has not been enough study and survey on the Internet advertising (Turk.İnternet, 2003). Because in our country there is lack of measuring techniques of figures related to E-advertisement, not for a daily or weekly, but for a monthly basis. (Turk.İnternet, 2003). In addition, there is no enough traffic and small number of content sites that interfere to develop the advertisement in our country. In the same article, Tozkoparan stated that for the year 2000 the world's share is 9 billion\$ while the Turkey's 5-9 million \$, this is also the precaution in transition to E-advertisement. Until 2002, although E-advertisement publicized in many sites and portals the largest growth was in 2002, many big companies and institutions have budgeted for the E-advertisement. The Internet advertising agencies in 2002: A Investment, the Ak Party, Akbank, Algida (İdeatrophy), Anadolu Hayat; Anap, Aria, Audi, Ballantine's, Bayer, Axxess Credit Card, Aydin Saat, bahis sites, BGL Barsan, BP, CHP, Chickeknet, Efes, Egos, Eti, Finance Investment, Ford, Youth Party, HSBC, Hyundai, İstanbul Educational University, İstanbul Cultural University, KLM Airline, Land Rover, Locoste, Merch Sharp (come out), Nissan New Primera, Nokia, Opel Vectra, Panasonic GD67 Colorful, Profilo House Devices, Renault, Siemens, Insurance Net, Skoda, Telsim, Turkish Print, Unilever, Vitra Kitchen, Vivident etc. Especially in 2002, although there is no clear information, it said the advertising revenues were around 5 million\$. In 2002, the company that advertises mostly, it is Turkcell.

It was followed by Nokia and by political parties. As it was in previous years, tourism, textiles, shopping, health, entertainment sectors had never used Internet (Karabulut, 2003). In 2002 two advertising campaigns are foregrounds: one of them is Nissan X-trail model prepared by Medyanet'e campaign of Nissan Company, and the other is advertising campaign of Condomi brand in Grafi200.com. The advertisement of Nissan X-trail brand is posted to home pages of 6 different sites appropriate to the target mass (My Freedom, bigpara.com, Arabam.com, Mahmure, Nationality and Ekolay). The advertisement of Comdomi was appropriated to target of young people and published in similar way to a TV advertisement films. An important factor in the development of advertisement in 2002, as the Taylor Nelson Sofres Siar research company stated that the change in consumer habits and the number of Internet users reached to 4.9 million. Especially, the new communication tool's entertaining and interactive feature enabled the development of E-advertisement (Karabulut, 2003). Bnet and Media Click created by an advertising platform with the development of Internet advertising by the spreading of the content sites of our country. The general manager of Bnet Hakan Akan said that in Turkey there are around 40 thousand ".tr" extension of content sites that should be used for the development of E-advertisement and for the multiplication of the Turkish sites and portals that are connection in one platform. In this way, advertisers and owners of the content sites would be able to connect and publish their advertisements.

The other is a founding member of Internet advertising Timuchin Bilgur, the general director of Medyaclik said about the importance of platform and asserted that in Turkey the companies such as Coca-Cola and McDonald's would allocate more resources for these kinds of formations. In addition, the world advertising market has shifted from TV into the Internet, says Bilgur, the Internet advertising platform would come to the Internet advertising deserved point (Turk.internet, 2010). According to the data of the International Telecommunications Union's in Geneva of the central Switzerland, in 1998 in Turkey while the number of Internet users are 450 000 on the level, by 2008, this number will increase 55 times and reach about 25 405 000 (Newsagents , 2010). Today, it is said that this number has reached 35 million (Beyazgazete, 2010). Turkey is one of the countries that are in IAB's report, According to the IAB's data received from Turkey Office the Internet advertising market has increased around 12 percent compared to 2008. The same report indicated that in Turkey online advertising, in the share of all advertising expense, is around 9 percent (Aru, 2010).

Internet advertising continues to grow rapidly, especially in our country. In 2013 the Ministry of Transport estimated that the number of Internet users is will be 50 million. If this target takes place even in 2015, then there might be very important developments. Publishers of the new developments will be seen in the upcoming period. Intelligent social projects, vertical portals, more intelligent commerce sites will be entering to our lives. The competition will increase in similar service sites. Existing structures surely have to improve themselves; otherwise they will be doomed to extinction. For the next 5-10 years period many intelligent web project will have billion-dollar values (Moreclick, 2011). As a result by 2010, all sectors have recognized that the E-advertisement is an important advertising tool. All political parties, including national and international companies have begun to realize their advertising and promotional services and to improve advertising budgets in this course.

E-Advertisement Tools

The internet is an advertising tool such as radio, television, newspaper and other printed media tools. Companies advertise their products by organizations and campaigns, or by radio, television, magazine and outdoor advertisements, and of course over the internet (Belch, 2009p.490). This advertising tool has its own formats to publish like the other advertising tools. E-advertisements widely used forms of advertising like banners, website sponsorship, the web page itself, Pop-up (suddenly appears in the screen) advertisements, Text links (Keywords Sensitive).

A- Web pages of advertisement tool

First application form of E –advertisement is websites. Web sites are pages where there is information about the advertiser's products and services (Gür, 2001, p.31). In this aspect, websites is a characteristic in a sense of business, a showcase for customers and brochure (Figure 1).

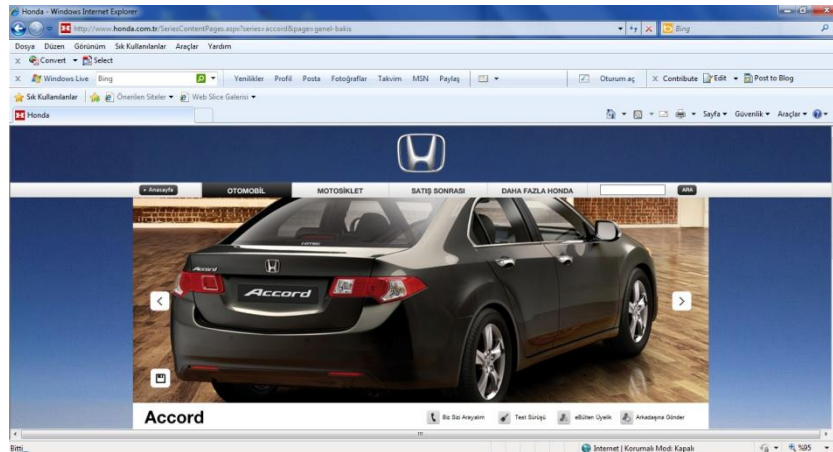


Figure 1. Web pages are also an e-advertisement tool. www.honda.com.tr, 2011.

One of the most active roles in marketing of the product is to be in web sites. Therefore, the sites prepared for product presentation should be designed attractively to inform visitor / customer. Moreover, designed site should be observed carefully with its content site, structure and aesthetic quality. One of the most important things is to provide the constancy of web sites customer and viewers, to update and ensure web pages interactivity. Beside the above mentioned features, web sites have great importance in terms of place.

B- Advertising Banners

Today, advertising banners are the most widely used on the Internet, which placed in center in accordance with the web sites, static or dynamic, with different sizes, usually by clicking it is a hyperlink to another site, and enables to collect statistical data and one of the more effective advertising tools. Usually banners are placed on the top or bottom edges of the web pages, sometimes in the edge of columns (Figure 2).



Figure 2; Akbank, a large advertising banner in the newspaper portals. www.sabah.com.tr 2010.

The most important feature of banner advertisement is elected by the target audience advertisement. In the formation of banner advertisement the features of web sites where advertisement is published are important. Therefore, banner advertisements, “the advertisement is classified as a suitable target audience” (Pektaş, 2005, p.126). Band advertisements measurement in the Internet environment the increase of brand loyalty and recognition is observed. Because of this property, there appeared traffic typed advertisement (Suveren: 43). Another feature is that by clicking one can access on the advertiser's web page. Static-dynamic (including animation) advertisement banners are graphic design as a project product to attract the attention of the consumer are in different sizes, colors. In addition, advertisement banners are to inform the consumer and to send web page with word “click here”. The words such Win Prize and Get Discount help to traffic typed sites (Gür: 34).

In a research related to the size of band advertisement Internet Advertising Bureau in December 2002 ranked the measures of ad sizes as follows; **Skyscraper**: 120 x 600 pixels, **Wide Skyscraper**: 160 x 600 pixels, **Rectangle**: 180 x 150 pixels, **Medium Rectangle**: 300 x 250 pixels, **Large Rectangle**: 336 x 280 pixels, **Vertical Rectangle**: 240 x 400 pixels, **Square pop-up**: 250 x 250 pixels, as IAB is not used very often in size of 392x 72 pixels banner is excluded from a recommended list.

Moreover, 468x60 pixel advertisement is also excluded from IAB list. The above-mentioned dimensions and band advertisements which are prepared close to these sizes can be found in three main cases: animated, unanimated and interactive. Generally, the extensions like gif and swf have attracted more attention than other advertisement types due to the their animated properties. Unanimated advertisement banners are flat image and fixed in the site. Prepared unanimated banners in order to create brand image do not contain any interaction (Ustaoglu, p. 66). In interactive banners as well as in animated features, can be found search engines and can be done all kinds of activities. Survey forms, games and shopping are available on band advertisements. The messages of visitors, their comprehension and response are expected from this type of advertisements. In 1996 according to Millward Brown International's research on the creation of brand awareness, in group where advertising banners were shown that increase of brand awareness is consolidated from 12 percent to 200 percent. Creation of brand awareness increase in 20-times is an important and effective tool of web to create brand awareness in new communication tool. For this reason, many companies both for the corporate and product-services in brand awareness creation, the Internet is used quite extensively (Altunbaş, 2003a).

C- E-mail Ads. Ad Supported Mails

One of the most widely used advertising tools after banner advertising is e-mail ads. The reason of E-mail ads' being such important tool is that when the Internet users use the internet, they at first check their mails (Pektaş 2004, p.40). Another reason which makes the e-mail advertising important is users' giving demographic characteristics to the web-sites that provide free advertising service and e-mail service with their own will. Because of this, e-advertisers investigate target audience better and accordingly conduct advertising campaigns. Such situation promotes e-mail advertising in e-advertising means (Figure 3).

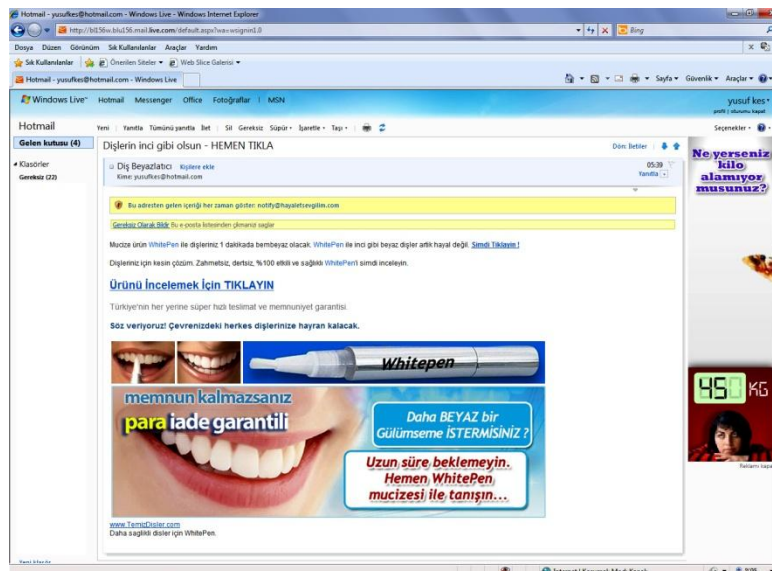


Figure 3. Sample e-mail ad, retrieved from Hotmail e-mail service, 2010

E-mail messaging which is done by the own wills of internet users is a part of marketing and communication. This feature of e-mail advertising enables it to conduct advertising campaigns. At the same time, it is an effective and inexpensive way of companies to establish relations with customers and potential customers. Nowadays, some e-commerce companies, thousands sell demographic characteristics of thousands of people to other e-commerce companies. On the other hand, according to the Jupiter Communication report, they will seize at least %14 of campaign incomes by e-mailing till 2005. It seems that e-advertising will be as effective as banner ads in the future (ezbaner2003). E-mail ads which has advantages like low cost, ease-to-measure and time-saving includes conducting ways such as discussion group sponsorship, direct e-mail advertising and ad-supported e-mails like other e-advertisings have.

D-Web Sponsorship

Web sponsorship occurs when the technical infrastructure costs or fixed costs of the web site which reveals information in accordance with a specific concept are met by the advertiser. Usually, in web sponsorships the web site owner / owners do not aim at making profit. Such web sites which try to provide useful information for the public in terms of content need a help in order to sustain their digital lives. The substitution for this aid is advertiser's placing ads on the web-page or in a very general sense, putting the statements like "Is being published by this site (advertiser)" statements on the main page (Srmedya, 2003) (Figure 4).

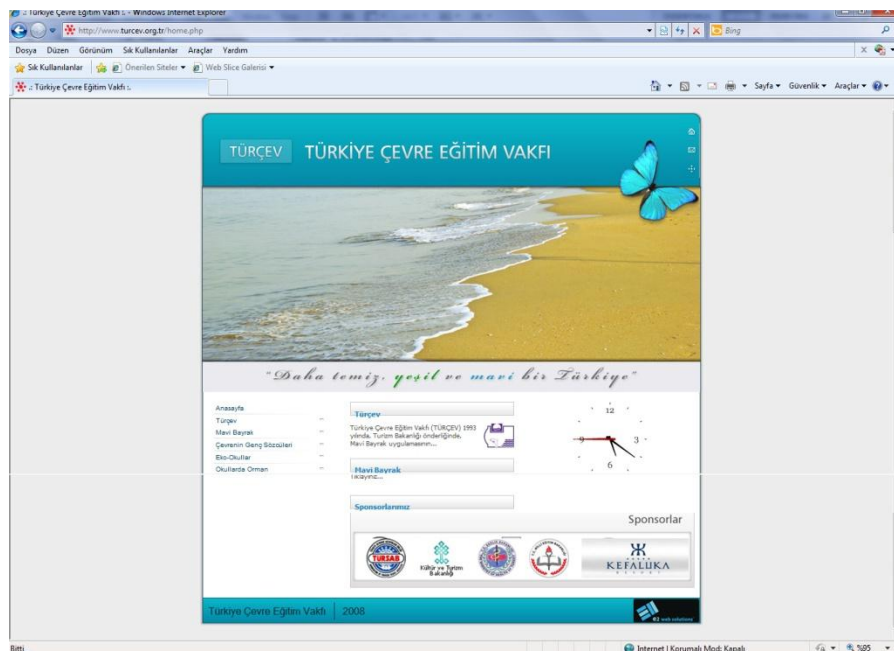


Figure 4. Sample web sponsorship, Environment Fund of Turkey, December 2010

Web sponsorship is very effective tool in terms of advertiser's leaving positive impression on consumers both in the short term and long-term. An enterprise sponsoring the whole web site or some part of it can attract the attention of those who visit the site as a sponsor of one event or an introductory (Ulus 2001, p. 77). HP Printer Company's sponsoring a web site which deals with internet software increases awareness of the HP brand.

E-Pop-up (suddenly appearing on screen) Ads

Pop-up-style ads are ad windows that appear as a separate page in front of web pages a few seconds after they have been opened (Belch 2009, p. 490). As they appear in front of the users, so-called "a pop-up" means "that appear suddenly". Their contents are similar with banner ads. They are preferred as an advertising method mostly by the e-companies which provide free web-site service for users. Moreover, they are also used for introducing new products. In evaluating studies of advertising effectiveness, there were cases when users were not satisfied with pop-up ads as they decelerate the speed of the web site (Ulus 2001, p. 78). Pop-up ads being closed or receiving negative reaction from the user without being downloaded make them seem as risky advertisements (Pektaş 2004, p. 44) (Figure 5).



Figure 5. Newspaper “Milliyet” making it announcement in the form of pop-up on its own web site. www.milliyet.com (January 2003)

F-Text link (Sensitive to Keywords) Ads

Text-link is an advertising model which was obtained as a result of struggles to find a different advertising medium. This is a simple and effective method of advertising. Usually, they are used in search engines. After the displaying of search results about a particular word on search engines, at the bottom of the page a statement related to a company occurs, and when the user clicks on it, the company’s web site appears on the screen. Usually, famous search engines like Yahoo, Google, and Lycos contain such advertising method (Ustaoglu 2001, p. 67). In search engines, text link ads on newspaper containing websites in different formats are made by being linked to a particular word in the text and by being opened in banner advertising as a pop-up with cursor’s coming near to it. As it was mentioned above, advertisements in search engines are a type of advertising method that brings high income. (Aru, 2010) (Figure 6).

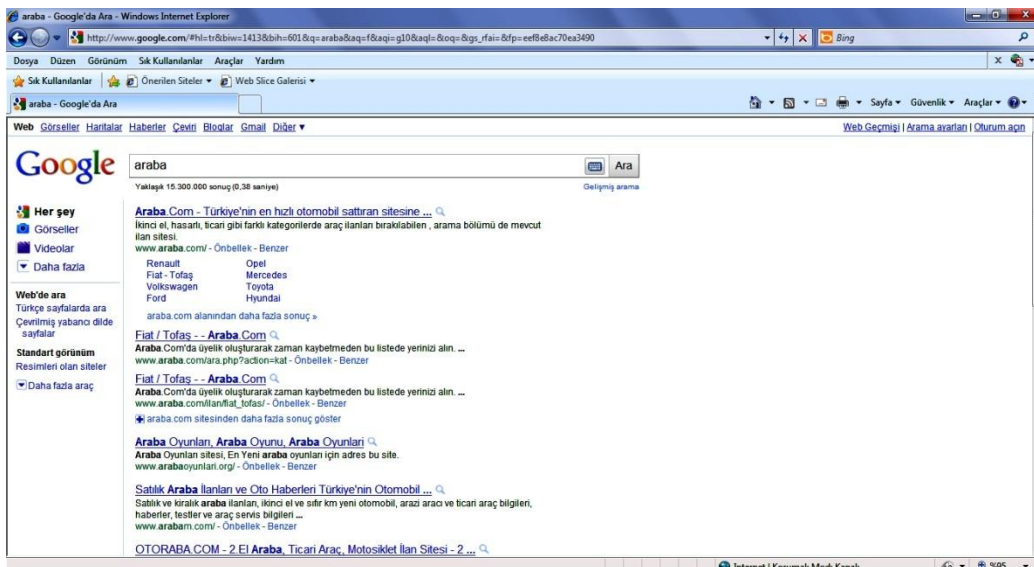


Figure 6. Sample search engine ad on Google site, www.google.com (December 2010)

Current E-Advertising Practices

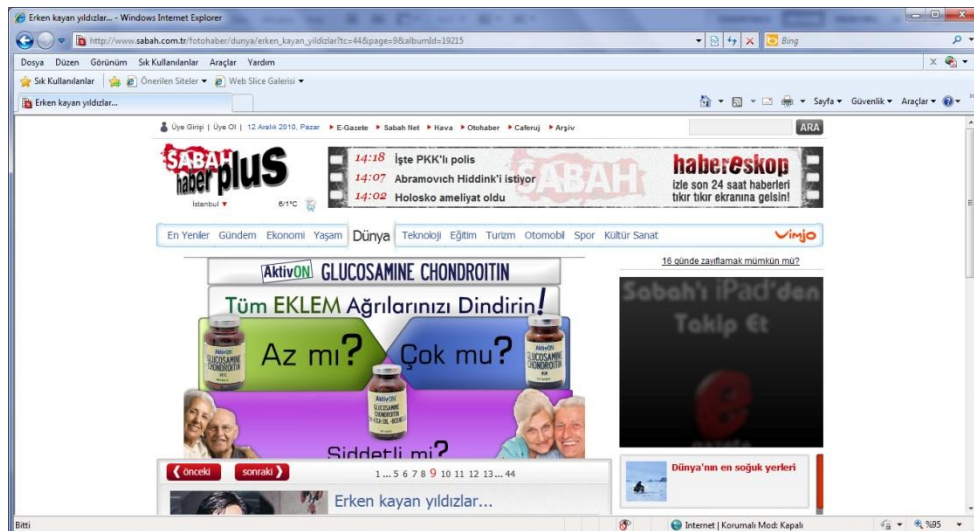
In our research topic of current e-advertising approaches, we selected banner advertisements on e-newspapers and news portals in order to define the developments of current e-advertising practices in terms of technology and esthetic design. Also, we attempted to enrich practicing examples with some newspapers and portals which are publish abroad. There was an attempt to analyze form, content, technical and aesthetic aspects of e-banner advertisings in the following sample observations.

1. E-banner ad for the product Glucosamine-Chondroitin of the brand AktivOn

If we look at e-banner ad for elder people on the e-plus page of AktivOn morning newspaper, the advertisement, first of all, is viewed as a thin ribbon with the purpose of space-saving and it is opened downward when a user moves the cursor over it. When the e-banner ad is opened properly images and slogans representing the content can be perceived easily. This advertisement which got an aid of flash technologies, also, used animations that increase the effect. Visually, in e-advertisement, the color was pronounced, and perception to the products was decreased. If we look at its design from the typographic point of view, despite using with no serif characters in accordance with e-publishing format, the occurrence of an undesirable image because of improper usage of one slogan was not prevented. At the top of the same page, “Sabah” newspaper’s own advertisement was used as a traditional e-banner ad (Figure 7).



(a)



(b)

Figure 7. Banner ad of AktivOn on the news plus section of the “Sabah” newspaper, www.sabah.com.tr, December 2010. (a) zoom-out, (b) zoom-in.

2. Tatilbudur.com's ad banner

Tatilbudur.com is a tourism company which deals with tour and hotel reservations. As a media means newspaper Vatan was selected for the advertising banner. In newspaper portals, e-advertisements generally occupy space from the upper part of the page. Similarly, Tatilbudur's advertising banner is located on the upper part of the newspaper Vatan. The reason for such location is that when a user looks first at the web site, the top of the page meets the eyes first. The edition is published as a moving banner 728x90 pixels size with the help of flash animation technique. The edition date of advertising banner prepared with the help of flash animation is well-planned advertising campaign given around the new year and containing nearly %50 of discounts for summer holidays (Figure 8). The images that are used in advertising banners reflect the advertisement content. Especially, letter characters used on the advertising banner are in tie with visual elements of its design. As for the colors, red color –which has a high level of attracting attention-, was chosen and this makes the user look directly to the advertising banner. At the same time, the moving image strengthened effect.

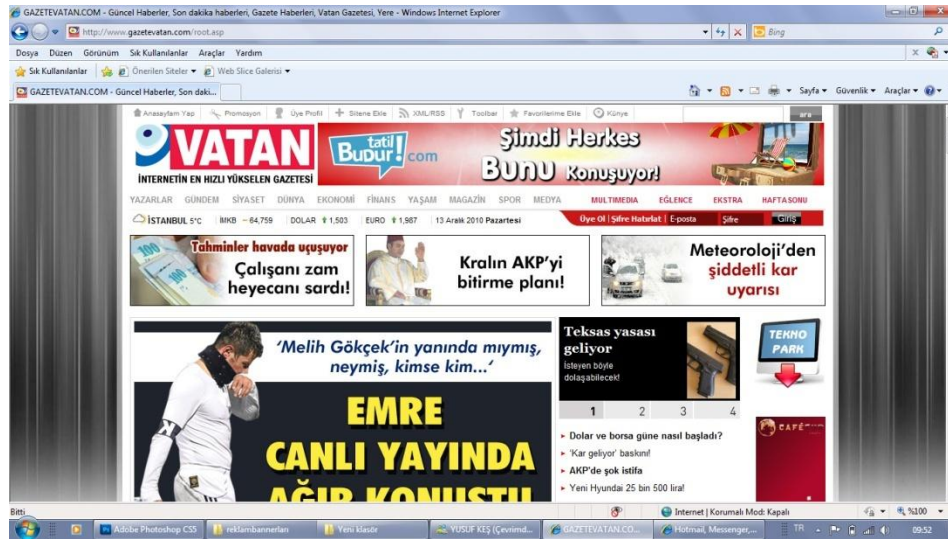


Figure 8. Tatilbudur.com ad banner, www.gazetevatan.com.tr, December 2010.

3 - Fiat Fiorino pop-up e-ad

Fiat chose an effectively and commonly used modern pop-up method in its advertising campaign for its new brand product named Fiorino. The reason for its publication format on “Sabah” newspaper is that if users read the e-paper, they certainly have to look at the ad first. Besides watching the advertising banner for few seconds, there is an option that the user can close the advertisement window in few seconds if he or she does not want to watch it. In this way, e-newspapers emphasize that they are friendly for users. As the advertisement's attracting the attention of users at the high level, it can be considered as economical advertising form from the point of both advertiser and newspaper. As it was mentioned before, according to the records of advertising agencies, the levels of being watched of other e-advertising types are lower than pop-ups.

As for the content and aesthetic aspect of the Fiorino e-advertisement, the availability of travelling all parts of Turkey by Fiorino was backed up by pictures. At the same time, there was a reference to the proverb “The one who travels knows much” in the slogan. Used illustrations and typography are in unity, especially, the psychological stress of color and format makes the advertisement stay in users' mind (Figure 9).

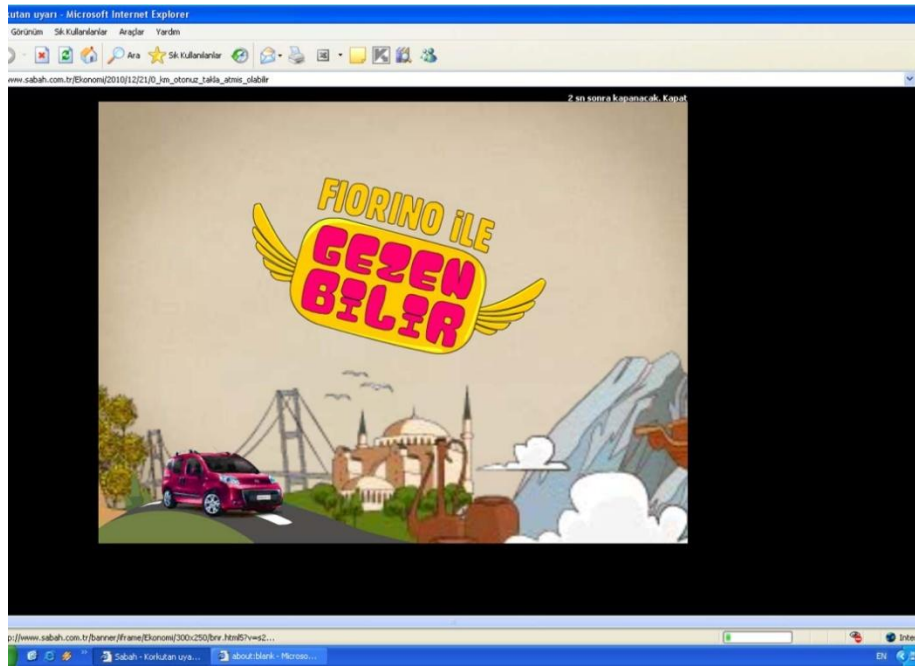


Figure 9. Fiat Fiorino pop-up, e-advertisement, sabah.com.tr 2010.

4. Vodafone Advertising banner

Vodafone ad- banner on the site Msn.com is one of the examples of today's modern advertising practices. The site that it was published itself is one of the most widely-used entertainment and e-mail portals. Ad-banner animation which was created with the help of software technologies like Flash, XML, Flash, and PHP, ASP both dominated the whole site and was placed in rectangle shape with 300x250 in a unity with the content in such way that it doesn't mangle the structure of the site. As for the date of ad publication, the date was brought into equivalence to December month which was the anniversary of Vodafone's number changing campaign and the design was made relevant for the content. In advertising, the transition from other operators to the Vodafone with the help of typographic elements is successfully animated. This transition is in a harmony with animation technique. Aesthetic quality in design is supported by corporation identity provides brilliant visual presentation. Besides reflecting Vodafone's being a powerful company, this ad-banner positively reinforces the promotion activities (Figure 10).

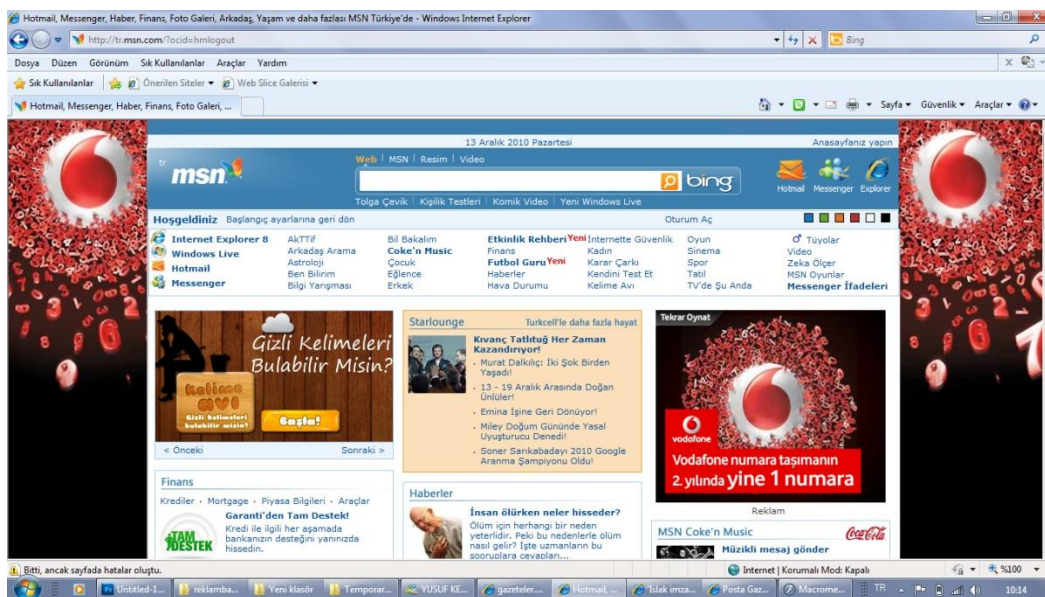


Figure 10. Vodafone ad banner, msn.com.tr, December 2010.

5. Deutsche Office Advertising banner

The aim in Deutsch Post advertising banner on the online portal Spiegel was expanding Christmas cards and the posts services. Deutsch Post ad banner was designed in such a way that it occupies the upper and edge ribbons, and in order to increase the effect of the content color of company was used. As for the selected type and images with their use of Flash animation technology in ad-banner, this is a successful advertisement in terms of color, usage and composition (Figure 11).



Figure11. Deutsche Post Office ad banner, www.spiegel.de, December 2010

6. Anadolu Insurance Advertising banner

Although Anadolu Insurance ad-banner is placed at the top advertising space of e-newspaper Sabah with 728x90 pixels size, today's widely used method was used; when the cursor comes near the advertisement, the banner opens downward with detailed information of the advertisement. It can be said that the visual elements used in design reflect the ad content very well. The accessibility and availability of insurance operations in Anadolu Insurance through 7/24 online internet are emphasized by texts and images. Although the ad banner in a secondary position with its colors, it is design is at high level with its reflecting the corporation identity and using suitable type characters (Figure 12).

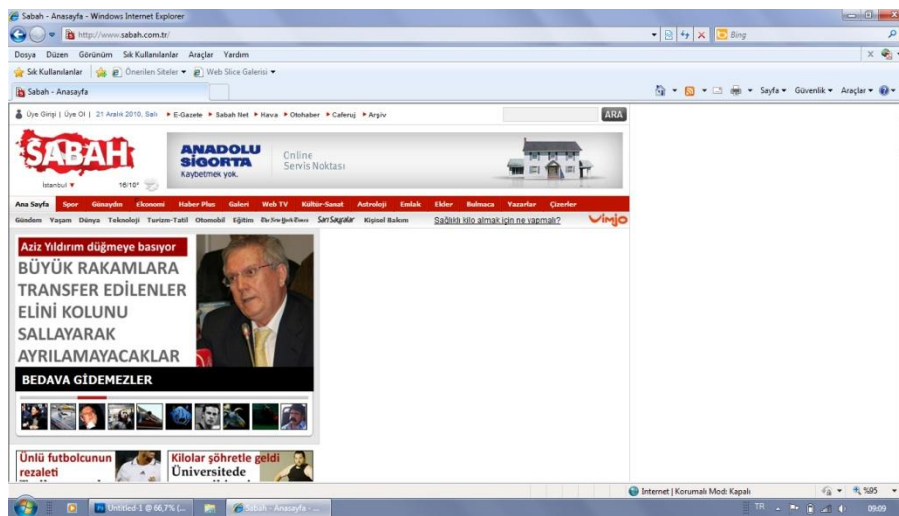
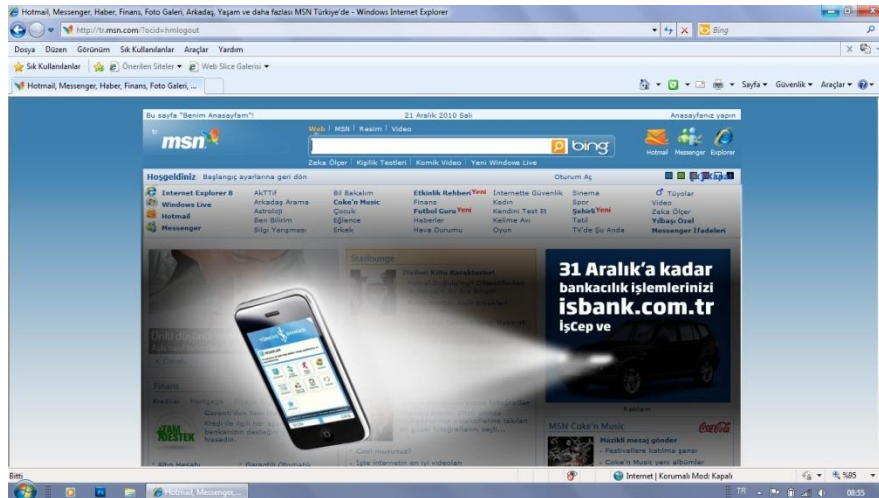


Figure 12. Anadolu Insurance ad banner, www.sabah.com.tr, December 2010

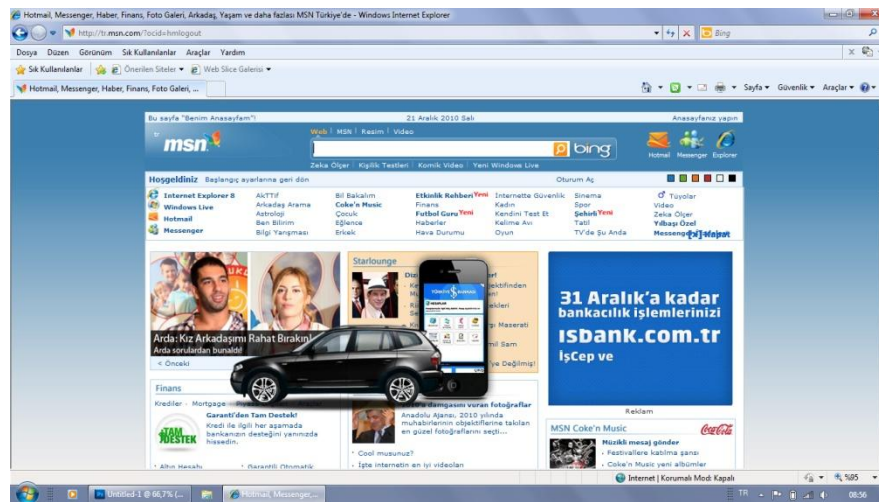
7. The Business Bank Advertising banner

It is obvious that the Business Bank ad-banner on MSN portal is designed in such a way that it dominates the whole site.

The ad-banner represents a new advertising method from both technological and publication points of view. As soon as an advertisement appears the site gets dark pattern and visual effects occur as a cinema movie. It is clear that there is an aim to convert the virtual space into a platform by sticking to site content, advertisement text and by creating an effect that it is a real short movie. As for the content of the advertisement, the availability of making bank operations via cell-phone was emphasized by visual elements. If we look at the ad-banner, we can realize that it is designed in a way that it dominates the site. Also, especially in terms typography, type characters are used with no serif by following basic principles of e-publishing (Figure 13)



(a)



(b)

Figure 13. The Business Bank ad banner, www.msn.com.tr, December 2010. (a) zoom-out, (b) zoom-in.

8. Assos Advertising Banner

The ad-banner of “Assos Kuyumculuk” in the newspaper Sabah is one of the current practices. We can notice that this ad banner has its different type of release. Such ads have a linear relationship between advertisement and news text. If to look from the technical point of view, in the news text, there are links which have semantic associations with words in the advertisement, and they are indicated in the form of hypertext/hyperlink underlined and identified with red color. When the user brings the cursor over the news text the underlined, text activates itself and the pop-up ad banner opens. If the user wants to read the whole text, the banner can be closed by the user. We can say that such advertising practices resemble to the advertisement subtitles of movies on TV. In analyzing the ad-banner’s aesthetical aspect, we can see that it is similar to the TV ads of Assos and as on TV ads it is made on black background. Despite their being advertised in different channels, it can be said that they preserved the language unity. The classical style of the content is demonstrated under the symmetric composition of the design. In general, it follows the principles web releasing typography by not using words with serif type (Figure 14).



Figure 14. Assos ad banner, www.sabah.com.tr, December 2010

CONCLUSION

E-advertising, developing in parallel with the expansion of the Internet and using the advantages of the Internet immediately found its own place in the advertising sector. Differing from other channels with its advantages e-advertising is preferred by advertisers and advertising agencies as an alternative channel, sometimes as a main channel. Increase of the Internet access speed (enabled to present new forms of advertising) and expansion of its place in advertising together with advanced technologies are among the factors that made e-advertising as a new channel. The advantages that e-advertising brought to traditional media rapidly increases the rate of its being preferred. We briefly summarize these advantages as follows: cheap and new channel, fast, easy, and availability of online communication, evaluating availability, easy way of evaluation, interactivity, inexpensive advertising and releasing costs, availability of instant topicality and availability of worldwide publishing. In addition, another advantage is accessibility to a target audience. We can mention such advantages even more. E-advertising has a power to promote the product brand and to encourage buyer to purchase in terms of providing online communication availability and feedback. Because of this, it is mostly preferred way among other traditional channels. If to analyze the e-advertisements on web-sites and portals, we can see that there was a high rate of e-advertising development and transformation in a short period of time.

Beside fast access and software technologies, physical development of e-advertising can also depend on harmony of software used in release. In addition to all the physical developments, we can also say that e-commerce made a positive contribution to the development of e-advertising with its appropriate safe environment and Exchange of human behavior (purchasing). Accumulation of traditional advertising and using the experiences in e-advertising campaigns enabled this new channel develop in aesthetic and quality aspects. Many successful e-campaigns are done in internet and on web pages. All positive developments became the reason of e-advertising's development and being preferred to other advertising channels. As a result of high economic return percentage, the number of advertisements and campaigns with high aesthetic quality has increase. As we from this research, large e-advertising campaigns are in e-portals and e-newspapers. The analysis on e-portal and e-newspapers, it is clear that e-advertisements with high aesthetic quality do not leave a need for movie advertisements.

Also, the advertising agencies making ads for web sites which have only income being ads applied for different methods in order to make the advertisement attractive. For instance, when site is first opened and if the viewer / user want to read the content of the page, he/she has to watch 8 second-pop-up advertisement banner. In another up-to-date advertising method, in the text, there are red underlined hypertext/hyperlinks suitable for the content. Pop-up advertisements which are activated and opened with the user's bringing the cursor over the links are current advertising practices. Advertising agencies follow the principles which bring economic benefits for both clients and the site which posts. As an example for this, we can give .swf flash animations. Such advertising banners have a normal on the site, but whenever user's cursor comes near to the banner, it expands by opening downward and then and shrinks to its former format. It can be said that such advertisements found the solution for space problem on web sites. As a result, day by day e-advertisements will find their deserved place in a way that they can attract the attention of the viewer, can introduce the brand and can convince to buy by using both significant advancements in advertising and advantages of technological innovations.

It can be expected that in near future e-advertising will be at a higher level than other traditional advertising methods with the rapid increase of user quantity. It is a fact that e-advertising will reach unpredictable picks in its format and aesthetic aspects with the developments of computer and software technologies.

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