

# EUROPAGES

B2B MARKETING SOLUTIONS



## DISPLAY BRAND AWARENESS

### **Banner, Skyscraper, generic and theme-based Sponsors**

Online display advertising, a highly effective and targeted way to reach your potential customers, meets two key objectives: grow awareness of your brand and create traffic to your website. Online display advertising is a powerful solution thanks to its ability to target precise segments and to integrate with other e-marketing solutions such as e-mailing.

Clients who purchase a Banner or Skyscraper choose from over 4,000 business sector headings on the EUROPAGES website. The messages will then only be displayed on EUROPAGES pages in these precise categories.

These tools can be adapted for seasonal variations in your business. Advertisement display periods can be tailored from one to several months, to suit the fact that not all companies follow the same timetable. Do you prefer spring or autumn? EUROPAGES displays what our clients choose.

The space reserved for Sponsor displays is sufficient for up to 4 client displays to be run alternately. An additional and exclusive option is available for clients who wish to book the entire space: they will be the only company displayed for the entire duration of the chosen period. You can also choose which language version of EUROPAGES will host the Sponsor displays.

### **Key points**

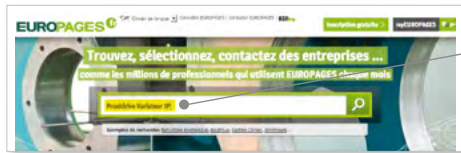
- Reaches a targeted audience of professionals
- Efficient mechanism for boosting international awareness and visitor numbers to your website
- Measureable impact thanks to the EUROPAGES reporting solutions

# DISPLAY BRAND AWARENESS



General visibility on one or more language versions:

Generic sponsor (300x250px) published on the website home pages, any choice from the 26 language versions available.



Targeting specific business sectors:  
Published on the search results pages

Leaderboard (728x90px)  
Banner (468x60px), optimised for mobile devices

Thematic sponsor (300x250px)



Skyscraper (120x600px or 160x600px)

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