

Plan & analyze the effectiveness of Internet Banner Advertising
 Reinvest in keywords / key phrases with highest "click-through"
 Sort by Profit per Month
 Contact the website owner or search engine ad sales representative for an accurate quote of impressions and cost per impression.

Web Banner Advertising

Assumptions
 Average Website Response Rate **2.000%**

Search Engine or Website	Key Word	Product Promoted	Average Order	Impressions per Month	Minimum Period (Months)	Total Impressions	Click Through Rate	Total Clicks	Cost / Click	Total Revenue	Total Banner Investment	Gross Profit	Total ROI	Cost / per Month	Profit per Month
Google	boat	oars	\$ 49.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 588	\$ 1,800	\$ (1,212)	-67%	\$ 300	\$ (202)
Lycos	OSHA	safety plan	\$ 99.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,188	\$ 1,800	\$ (612)	-34%	\$ 300	\$ (102)
MSN			\$ 99.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,188	\$ 1,800	\$ (612)	-34%	\$ 300	\$ (102)
Alta Vista	fishing	fishing pole	\$ 49.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 588	\$ 1,800	\$ (1,212)	-67%	\$ 300	\$ (202)
Excite			\$ 20.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 240	\$ 1,800	\$ (1,560)	-87%	\$ 300	\$ (260)
InfoSeek			\$ 8.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 96	\$ 1,800	\$ (1,704)	-95%	\$ 300	\$ (284)
Yahoo!			\$ 150.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,800	\$ 1,800	\$ -	0%	\$ 300	\$ -
About.com															
Total				140,000	6	840,000	0.50%		3.00	\$ 5,688	\$ 12,600	\$ (6,912)	-55%	2,100	\$ (1,152)

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