

Abstract

The main goal of this diploma thesis is detailed presentation of the banner advertising, explaining key terms associated with this phenomenon and introduction to the history, actual situation and also the new trends in this area. Part of this thesis is introducing of banner advertising as a part of wider context of internet marketing, historical development and description of the banner formats or measuring of banner efficiency using specific methods like click-through rate or dwell rate.

In my thesis is also included topic of the banner blindness or the current trends like behavioral advertising or HTML5 ads and using the banners on new platforms (mobile pages or social sites). I am also presenting some recommendations based on existing theoretical studies, practical research and also on my own working experiences. Using these recommendations should improve the efficiency of banner campaigns.