

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)	
Bing	OSHA	safety plan	\$ 99.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,188	\$ 1,800	\$ (612)	-34%	\$ 300	\$ (102)	
Business.com			\$ 99.00	20,000	6	120,000	0.50%	600	\$ 3.00	\$ 1,188	\$ 1,800	\$ (612)	-34%	\$ 300	\$ (102)	
Inc.	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)	
Busines Insider			\$ 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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