

USING BANNER ADS TO PROMOTE LIBRARY PRODUCTS AVAILABLE ONLINE

**SOUTHWESTERN
Library**

Tired of paperwork?

Use

the Library's

online

document delivery
request form...

Click to go there now.

We have something just for you...



**MY
Library**



A collection of
personal electronic
services



you can customize
to reflect your own
personal interests
and research needs.



NOW INCLUDES
My Alerts
NEW



Receive a weekly
list of recently added
ejournals and other
Web resources.



Click to
go there
now

RANDY PATTERSON AND JEFFREY PERKINS

UT SOUTHWESTERN MEDICAL CENTER LIBRARY

DALLAS, TEXAS

How does the Library use banner ads?

UT Southwestern Medical Center Library's Web site uses banner advertising to alert clients about selected online products. The animated banners appear at the top of the Web version of *Info-Library*, a biweekly email alert sent to subscribers. Banners have been designed and displayed for various products, including:

- Community of Science
- Current Protocols
- Directory of Faculty Publications
- eMedicine
- Harrison's Online
- MD Consult
- MICROMEDEX®
- My Library (customized Library Web services)
- Online Document Delivery Request Form
- Oxford English Dictionary Online
- SciFinder® Scholar 2000
- ScienceDirect®
- Scientific American® Medicine
- Web of Science®

Are these banner ads effective?

Yes. Statistics were kept for the months of July, August, and September 2001, in order to determine each banner's "click-through rate" (CTR), the percentage of hits on the *Info-Library* page which resulted in a banner click. This number was compared to the current average CTR for commercial banners of .5% (source: Forrester Research). **Our click-through rate of 3% was much better than the average.** Some possible explanations for this high CTR include:

- There are no other banners on the Library's Web pages competing for visitors' attention
- An additional click is required to reach *Info-Library* from the Library's main page and individuals who perform this additional step may already be predisposed to seek out information on Library products
- A difference in the average CTR of commercial and noncommercial banners may be established through future research

We speculate that some who see but do not click on our banners still gain increased awareness of the products we have available online. However, this cannot be measured using available research techniques. The only measurement we currently have available is CTR. Using this standard, we conclude that Web banners provide information about Library products to a significant number of visitors to the Library's Web site.

Info-Library page featuring Web banner for eMedicine

MONTH

ONLINE NEWSLETTER HITS

CLICKS ON BANNER

CLICK-THROUGH RATE

July 2001
Aug 2001
Sept 2001
July-Sept Total

926
1,012
896
2,834

34
39
10
83

4%
4%
1%
3%