

LIXI BANNER ADVERTISING

Executive Summary

LIXI has been firmly established as the number one business enabler in the Lending market by delivering major benefits to the organisations that embed it in their processing activities. LIXI's reputation also attracts interest from non-members wishing to join, other similar industries and a raft of overseas companies and standards bodies.

Activity on LIXI's website is not restricted to the above categories of visitor but is also a major junction for the daily operations of members involved in Working Group activities or referencing the standards for their development efforts. LIXI website visitors span the full range of the corporate structure, from CEO's to Operations Managers and Developers. Their interests are focused on, based on their page visiting patterns, the role of LIXI in the industry, working papers and case studies, the LIXI@Work newsletter, software, the latest news and who is a member of LIXI.

Some LIXI members have asked if we could provide some banner space on the LIXI website for advertising by LIXI members. In response, LIXI Board has provided two distinct areas on the LIXI website for banner advertising.

The Opportunity

The structure of the LIXI website allows two distinct and highly visible areas to be used for banner advertisements. See the adjacent diagram for the position of the black banner areas in relation to the main page. Each area will host a maximum of 5 different banners [see technical specifications for each banner category] which will provide sufficient rotation time to create visibility for all five banners during a typical page view by a visitor.

Layout of banner areas

Interested companies can secure either or both areas according to their needs. A ten percent [10%] discount option applies if both types are used simultaneously.



Content of Banners

As LIXI is an independent industry standards body supported by members there is a restriction to the type of content that is appropriate to be shown in the banner advertisement. LIXI reserves the right to review each application and approve its content for display.

Appropriate content is anything related with the Lending industry and can be either products or services.

Pricing and terms

Please refer to the LIXI Banner Advertising Agreement for detailed terms, conditions and pricing

Technical Specifications

Large Banner Type - A
 Size: 470 pixels wide by 62 pixels high
 Format: GIF or JPG [JPEG]

Small Banner Type - B
 Size: 140 pixels wide by 140 pixels high
 Format: GIF or JPG [JPEG]