

As broadband reaches full penetration, companies are seeking new technologies that facilitate the deployment of communications that increase interaction with brand and messaging, as well as generate leads. The pace of rich media advertising growth demonstrates how effective this medium is for the delivery of more complex messaging to improve and accelerate customer acquisition and loyalty.

AccelaCast™ inBanner is an exciting new method of delivering long form communications into the market directly through banner placements. Due to the architecture and hosting constraints that many content delivery platforms impose, traditional on-demand rich media or webcast programs require that the viewer is pulled to the location of the program. By contrast, AccelaCast inBanner programs are served directly within any standard banner ad unit on any web site. This unique approach broadens your reach and exposure, and at the same time allows your content to be delivered in the context of an editorial environment that your prospects are most comfortable with.

### Rich Media Advertising Growth\*

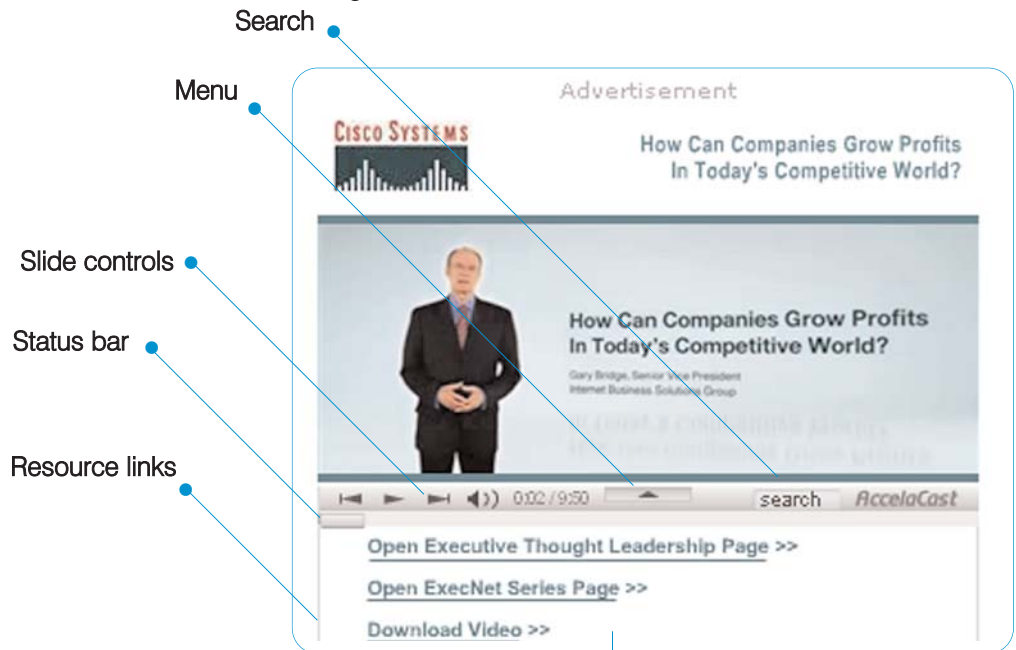
2004	24%
2005	29%
2006	35%
2007	41%
2008	49%
2009	56%

\* Source: Jupiter Research, 03/05

AccelaCast inBanner creates an environment for the viewer that allows for a very high degree of interactivity and navigational control. This translates into a richer user experience that educates viewers in more detail, enhancing the brand experience and the retention of information. AccelaCast also allows for multiple forms of data acquisition including optional or mandatory registration, polling, survey, ask a question and more, creating a perfect mechanism for effective lead generation.

### Sophisticated Navigation Controls

Accelerate interaction time with your brand by up to 10 times the industry average for standard rich media.



**AccelaCast inBanner**  
Featured in a 300 x 250 ad unit

### For more information, contact:

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### See a demo of AccelaCast inBanner at:

[http://www.accelacommunications.com/products/accelacast/ac\\_inbanner.ht](http://www.accelacommunications.com/products/accelacast/ac_inbanner.ht)

## Benefits of AccelaCast inBanner

**Push vs. Pull:** Deliver your long form content within the context of an editorial environment that viewers are comfortable with.

**More Complex Messaging:** Go way beyond traditional banner advertising by delivering more complex messages to your target audience.

**Flexible Sizing and Placement:** Deliver your program in any size or space -- within banner ad units, home pages, or microsites.

**Improved User Experience:** When delivering long form content, the user experience matters. Give viewers multiple modes of navigation to encourage interaction and improve retention of information.

**Leverage Content Production:** Distribute previously developed video content in multiple places to optimize ROI. Focus on the development of one program and then distribute directly in-banner to multiple audiences that matter to you.

**Content in Context:** Deliver long form content directly within targeted editorial environments that your prospects are interested to create more qualified sales leads.



AccelaCast inBanner  
Featured in a 336 x 280 ad unit

## AccelaCast inBanner Deployment Examples

The Initial Banner Component (IBC) is delivered by an ad server and encourages click-to-play. The IBC is a standard rich media banner and is the conduit for the Accela Cast inBanner program.

Once the IBC is clicked, reporting is sent to the ad server, the AccelaCast inBanner program loads directly within the ad unit space.

To see a demo of AccelaCast inBanner, please visit:  
[http://www.accelacommunications.com/products/accelacast/ac\\_inbanner.html](http://www.accelacommunications.com/products/accelacast/ac_inbanner.html)

## Initial Banner Component (IBC) Options & Cost

The IBC is a standard rich media ad unit with the AccelaCast inBanner call director component built in. This is the conduit for serving the full program into the ad unit space. Once the IBC is clicked, this component does two things simultaneously: sends reporting to the ad server and calls the AccelaCast inBanner program into the existing ad space. We offer three ways to approach the development of the IBC, which are described below.

### IBC Option #1

The IBC is delivered to you with an image of the AccelaCast player controls, but no creative in the center area. This can be easily modified using Flash tools to include your image and call to action. Once modified, the IBC is then ready to serve.

**Cost: No Charge**



### IBC Option #2

The IBC is delivered with a 10 second video loop from your program built in, as well as a call-to-action supplied by you. Once delivered, the IBC is ready to serve and can also be easily modified by you using Flash tools. **Cost: \$500**



### IBC Option #3

This option is a custom Flash banner engagement. Our creative team will work with you to develop a completely new concept which will then be integrated with the AccelaCast inBanner call director component, creating a new and unique IBC that is ready to serve.

**Cost: Custom Quote**

## AccelaCast inBanner Production Costs

AccelaCast inBanner programs can either be custom produced by Accela Communications or produced with media supplied by the client or agency. Production services and platform integration are based on the AccelaCast standard rate card. AccelaCast inBanner hosting/streaming rate is a nominal cost-per-thousand fee based upon length of program and click through/viewer volume.

**To see a demo of AccelaCast inBanner, please visit:**

**[http://www.accelacommunications.com/products/accelacast/ac\\_inbanner.html](http://www.accelacommunications.com/products/accelacast/ac_inbanner.html)**

[www.accelacommunications.com](http://www.accelacommunications.com)

## On-Demand Rich Media Pioneer

### Accela Communications

provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the use of on-demand rich media, web response management tools, and a collection of multimedia content.

For more information, please visit:  
[www.accelacommunications.com](http://www.accelacommunications.com)

**Learn how to optimize your rich media programs with our white paper:**

**"Next Generation Webcasting"**

### For More Information

For additional information on AccelaCast inBanner programs, contact your representative or:

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