



## 3D Banner AD Frequently Asked Questions. F.A.Q. ver 1.40

- **How does a 3D animated banner ad or logo help me?**

Look how it helps us - you clicked the ad! A cool 3D animated banner ad creates an immediate impression on your potential **ebay** customers. Giving you a powerful "store front" image conveying a sense of professionalism, recognition, and trust. Animated text sends a powerful message. Customers expect better, and you give better to live up to your name. It pays to advertise!

- **Is this like a "free banner" where the provider inserts their own web page in the ad?**

Absolutely not! You bought it and you own it royalty free. Use it anywhere. There is no visible sign of a third party. *Draft versions may include an obvious "draft" message which is removed in the final version.*

- **What kind of banner ad message do I want or need?**

Tell people who you are and what you do! We work hard to help give you ideas fitting to your business model. For example, if you sell electronics, your ad is fun and futuristic. The "look and feel" is customized to your business. Keep it short and sweet, but alluring. Consider changing your **ebay** account name to reflect your business. Or just more professional sounding.

- **Sounds great so far. But how expensive is it?**

Our pricing is very liberal compared to the big advertising firms.

- \$15 for logo alone.
- \$25 for a single animated page. (Non refundable once you receive the first draft.)
- \$35 for two animated pages. (Our main ad is 2 pages.)
- \$5 per additional page.
- \$5 for a .jpg graphic of the title page. *Great for letter heads, as we did in this F.A.Q.*
- Other fees pending extended work times beyond normal.

**One of our happy customers!** The old **ebay** name of "Noel61589" didn't sell a thing and had given up. Now renamed "NoelNovelty" with matching banner and slogan. They are again excited about selling! This static version is great for letterheads. The animated ad swings inward from left to right, thus emphasizing "A bit of this and that". A powerful and professional sales tool created with just a simple wooden background and text.



- **What if I want changes later?**

Some fees may apply. Font changes, color schemes, text changes, etcetera are about \$5 to \$10. We desire to make you happy. Tell us what you like and don't like.

Once you approve a final draft, you are accepting it as-is. The reasoning is we all should notice the mistakes, and you know what you like when you see it. We freely fix any obvious cosmetic defects we left behind for one week.

- **How big will the graphic and file size file be?**

It depends on the complexity, size and color depth of the ad. ( 16, 32, 64 or a 256). Our ad is about 200K. Backgrounds and more pages create larger files. We scale the ad for a better web fit and reduce bandwidth.

- **What if I lose the banner ad?**

You have 7 calender days to request the file again. We don't store your graphics, only the files which generate them. After 7 days it is \$5 to regenerate your ad. Your files are stored indefinately, space providing. **You are strongly encouraged to backup all your important data.**

- **Does TRON<sub>3</sub> ENTERTAINMENT host the banner ad?**

No. You are free to upload to your own site and use as much as you like on **ebay** or web sites. Here is how.

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*To open to a new page:*

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<center><a href="http://page-you-open-to/" target="_blank">
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</a></center>
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- **Why doesn't TRON<sub>3</sub> ENTERTAINMENT host the banner ad?**

We have tried one or two of those banner ad sites with no success. NONE. Hard to even find those web sites on google. The web traffic they get is usually other web business looking to make money, not spent it on you. The web sites look "fly by night" so no smart person browses there and certainly does NOT click on a banner ad. I know I would not. They are a hodge podge of cross references, and pound you with pop ups. Do not let THAT represent you! Start with the **ebay** "aboutme" page, and work up to the **ebay** store, or your own web site. Create credibility and success in a proven environment.

- **How complex can the banner ad be?**

The beauty is, they don't need to be complex. We use "K.I.S" - Keep It Simple. Still pictures, color and textures can be used in backgrounds. Other images are limited to font graphics. We can use any PC font you prefer. 2-D text, but 3-D recommended for better effect. Plus a variety of borders, "boarded text" on backgrounds, as well as shadows. Animated sequences such as fade, pulsing, rotate, step, swing, typewriter, and wavey. You can't have a swing animation on page 1 and pulsing on page 2. Pauses between pages remains constant. Textures include colors, stone, leather, woodgrain, metals, etc.

- **What graphic formats do you offer?**

Depending on the export being done, we generally offer .gif, animated .gif, .jpg, & screen saver (.scr).

- **Can sound be added?**

No. This is a graphic file, not flash animation. We can export a flash animation, but do not edit any sound.

- **How long before I get my ad?**

A few days depending on complexity and backlog. You receive your draft by e-mail to look over. The faster you approve, the faster it comes.

- **I want one! What do I need to get started?**

Firstly, to protect the integrity of your sales and customers, we suggest you first have your id verified by **ebay**. They charge a \$5 fee. This also helps you as some buyers are hesitant to buy from non verified sellers, no matter how good the feedback. Takes money to make money so don't fret the small investments. We didn't.

For all other questions, or to have your 3D ad done, please contact us.

**<http://members.ebay.com/aboutme/tron3>**

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