

Banners

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A banner is the content (creative) and associated properties that make up an on-line advertisement.

In Revive Adserver, a banner is both the content (called a creative in the on-line advertising world) and the associated properties that go along with it.

A banner's creative could be one of many different supported options - Revive Adserver can deliver creatives that are images, such as [GIF](#), [JPEG](#) and [PNG](#) files; [SWF](#) or [Flash](#) files; as well as plain text and HTML, which can include video-based advertisements.

In addition to the creative, a banner then contains properties such as where and how the creative should be stored, the dimensions of the creative and any delivery rules that should be applied.
