

Banner Ad Analysis

Web Site	Name of Product	Cost per 1,000 Impressions	Total Impressions	Total Click Throughs	Click Thru Rate	Number of Orders	Conversion Rate	Revenue	Cost of Banner	Cost per Click	Gross Profit	ROI
www.game1.com	RomanQuest	\$10.00	100,000	1,000	1.0%	100	10.0%	\$2,000	\$1,000	\$1.00	\$1,000	100.00%
www.excellentgames.com	WAR 2112	\$12.00	200,000	2,700	1.4%	200	7.4%	\$4,000	\$2,000	\$0.74	\$2,000	100.00%
www.wargames.com	Galaxy Terminator	\$10.00	300,000	5,000	1.7%	300	6.0%	\$6,000	\$3,000	\$0.60	\$3,000	100.00%
www.globalwars.com	Global Challenge	\$12.00	350,000	4,500	1.3%	400	8.9%	\$8,000	\$4,500	\$1.00	\$3,500	77.78%