



Welcome to Colombo and welcome to [www.colombotown.com](http://www.colombotown.com)  
the largest and the best guide to Colombo on the web.

The [www.colombotown.com](http://www.colombotown.com) is an online comprehensive guide  
to Colombo shopping, restaurants, shops & products,  
as well as useful services and resources for individuals & corporate.

The company was set up in 2003 & since grown  
into one of the emerging successful internet advertising companies  
on the island. Its client portfolio includes 540 prestigious accounts.

### **Mission Statement**

Compile & organize the entire Sri Lanka information,  
Business, Products, Services and Resources to make  
it universally accessible and useful.

Banner Advertising Media Kit - 2008

**ColomboTown.Com**

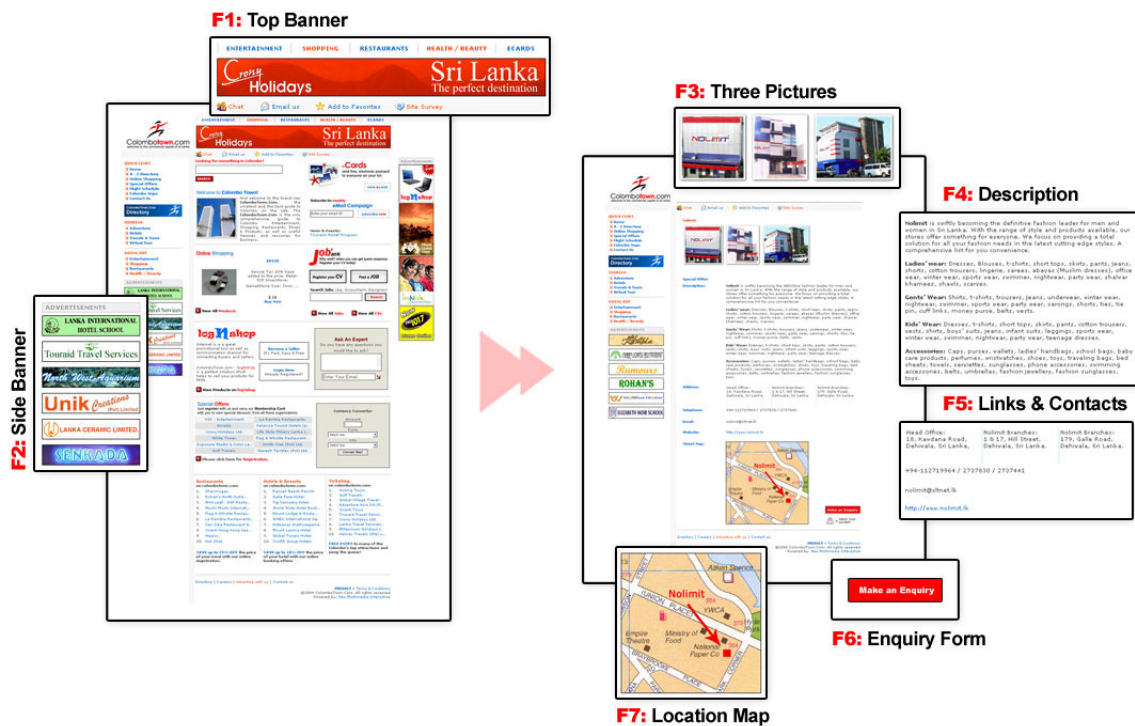
Level 26, East Tower, World Trade Center, Colombo – 01, Sri Lanka.

T: +94 11 2888030 E: [Management@colombotown.com](mailto:Management@colombotown.com)

## S2: ColomboTown.Com Banner Advertisement

Banner advertisement is a popular form of Internet advertising. Generally, graphics and text are used in banner advertisement, and hyperlinked to the URL of the advertiser's information.

Now you have the opportunity to place a Banner Advertisement on [www.colombotown.com](http://www.colombotown.com) to attract more visitors to information related to your products & services.



### Features:

1. **Top Banner** - Displays through out the site (Random Rotation)
2. **Side Banner** - Displays through out the site (Random Rotation)
3. **Three Pictures** of products or services you offer
4. **150 Word Description** explaining about your products & services
5. **Links & Contacts** (Email, Web, Fax, Telephone & Address)
6. **Enquiry Form** - Receive responses from users
7. **Location Map** - Guide the visitors of your location

**ColomboTown.Com**

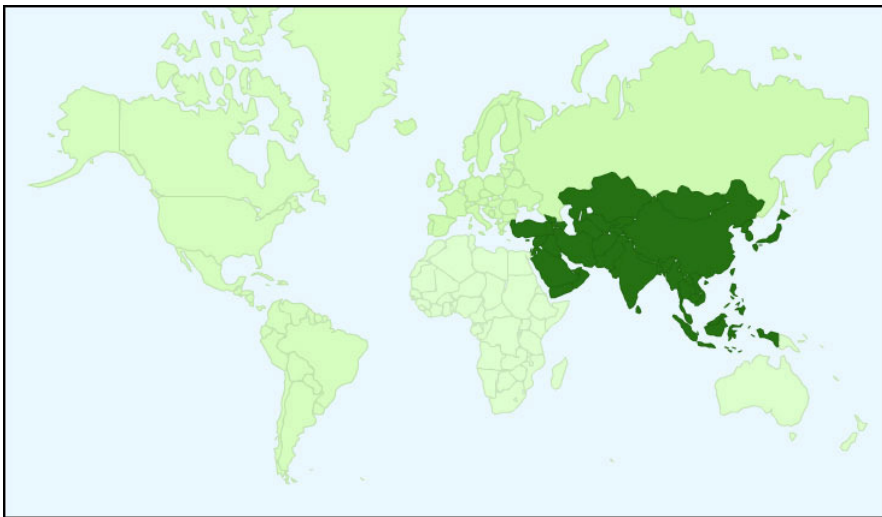
Level 26, East Tower, World Trade Center, Colombo – 01, Sri Lanka.

T: +94 11 2888030 E: [Management@colombotown.com](mailto:Management@colombotown.com)

## Statistics – 2010 - 2011

|  |                      |
|--|----------------------|
| <b>Date Range:</b> 01/01/2010 - 01/01/2011 |                      |
| <b>Total Page Views</b>                    | <b>1,949,713.00</b>  |
| <b>Total Hits</b>                          | <b>17,674,971.00</b> |
| Average Page Views Per Day                 | 4,986.48             |
| Average Hits Per Day                       | 45,204.53            |
| <b>Average Length of Session</b>           | <b>00:10:27</b>      |

### Map Overlay:



| Sub Continent Region | Visits | Sub Continent Region       | Visits |
|----------------------|--------|----------------------------|--------|
| 1. Southern Asia     | 76.93% | 6. Australia & New Zealand | 2.36%  |
| 2. Northern Europe   | 4.97%  | 7. South-Eastern Asia      | 1.91%  |
| 3. Northern America  | 4.78%  | 8. Eastern Asia            | 1.64%  |
| 4. Western Europe    | 2.41%  | 9. Western Africa          | 0.96%  |
| 5. Western Asia      | 2.36%  | 10. Southern Europe        | 0.61%  |

### Package & Price:

| Package                                       | Duration             | Prices               |
|---|----------------------|----------------------|
| <b>ColomboTown.Com - Banner Advertisement</b> | <b>1 Year Period</b> | <b>Rs. 25,000.00</b> |

### ColomboTown.Com

Level 26, East Tower, World Trade Center, Colombo – 01, Sri Lanka.

T: +94 11 2888030 E: [Management@colombotown.com](mailto:Management@colombotown.com)