The **Banners** application allows you to create and display advertisement of various sizes on the site. The application also allows you to monitor statistics, specifically *impressions* (banner views) and *clicks*. Banners are organized into categories, of which there are two types:

- **Global banner category** - shared across multiple websites.
- **Site banner category** - bound to a particular site and not accessible from the other sites.

The Banners application utilizes the Web analytics and Reporting applications to log and display how many times a particular banner has been shown on a page (number of impressions) and how many times visitors have clicked the banner.