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# Communication with a subscriber using a browser

## 1 Notification of a subscriber about special offers and services via redirect when visiting an HTTP page depending on:

- Location
- Time of day
- Browser
- Subscriber profile

More details on dealing with the option are described in the GUI section: Advertising control.

## 2 Inserting banner ads into HTTP resources in order to monetize traffic:

Stingray Service Gateway provides a service on a turnkey basis using VAS Cloud where the operator can activate the banners downloading from the cloud service. Activating of banners is further carried out through the Blocking and replacement of the ad. option
Banner Options:

- Desktop and mobile
- Interactive windows
- Fullscreen
- Heading
- Native
- Video
- Menu and form filling