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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

