



# Can Entrepreneurs Create the Longest Web Banner in the World?

Longest Web Banner in the World, April 01, 2006

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*Two designers Rakesh Patel and Tara Roskell, based in Northamptonshire, England have launched their new website, a unique new concept to create a web banner, which they hope will grow to become the longest web banner in the world. They have taken the idea of a web banner, as seen on websites every day and made it into an entity in its own right. Users can upload their own adverts or personal messages to the banner. In theory the banner has the potential to grow infinitely long.*

PR9.NET April 01, 2006 - Northamptonshire, England - On 31st March two designers Rakesh Patel and Tara Roskell, based in Northamptonshire, England launched their new website, a unique new concept to create a web banner, which they hope will grow to become the longest web banner in the world. They have taken the idea of a web banner, as seen on websites every day and made it into an entity in its own right. Users can upload their own adverts or personal messages to the banner. In theory the banner has the potential to grow infinitely long.

Rakesh Patel and Tara Roskell met on a graphic design course at Nene, College, Northampton about 15 years ago, both now have their own graphic design businesses. The idea began with a telephone conversation between the two designers who had been looking for a project to collaborate on. The banner home page features random images/adverts so whether you were the first person to place an image or the last, your image should have equal amount of exposure. Each image can have a URL link and short description which can be organised by category or alphabetically.

The banner is for both for business and personal use. It is hoped that individuals will place their announcements or messages of congratulations on the banner, maybe even a proposal of marriage. The banner has been built allowing it to theoretically grow indefinitely.

"We kept the price of space on the banner to a minimum (from £5 to £100), so anyone can afford to have an image on the banner. We both have small businesses so we know how expensive it can be to advertise, it also allows the individual to be able to have space for personal messages too" said Rakesh. "It would be great if one day the Longest Web Banner in the World could appear in the Guinness Book of Records."

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## About Longest Web Banner in the World

The Longest Web Banner in the a collaboration between designers Rakesh Patel and Tara Roskell, based in Northamptonshire, England.

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