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dictionary

of the
English
Language



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ban·ner 🗣️ (băn ər)

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n.

1.

a. A piece of cloth attached to a staff and used as a standard by a monarch, military commander, or knight.

b. The flag of a nation, state, or army.

2. A piece of cloth bearing a motto or legend, as of a club.

3.

a. A headline spanning the width of a newspaper page.

b. A rectangular space with text or graphics, especially an advertisement, running across the top of a webpage or other online document.

4. Botany See [standard](#).

adj.

Unusually good; outstanding: *a banner year for the company.*

tr.v. **ban·nered, ban·ner·ing, ban·ners**

1. To supply with banners.

2. To give a banner headline to (a story or item) in a newspaper.

[Middle English *banere*, from Old French *baniere*, from Vulgar Latin **bandāria*, from Late Latin *bandum*, of Germanic origin; see **bhā**¹ in the Appendix of Indo-European roots.]

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