Online Ad Primer

Best Practices and Industry Terminology

Basic Web Terms:

- URL – Web address (Universal Resource Locator)
- Creative – artwork provided by the advertising client
- Email Marketing – ads in email edition
- Demographic Information – info on your registered users
 (can be broken down by sex, class yr, etc)

AD Terms:

- Impression – Measurement of times an ad is requested to appear
- Click-through
- CTR – Click-Through-Rate is expressed as a percentage (clicks/impressions served)

Ad Placement:

- Every ad placement consists of 2 elements – the creative and the link
- Every ad campaign has implementation settings to determine location of ad on the page and run dates
- Any single ad position can rotate an unlimited number of creatives in that one position
- Ads can be targeted to specific sections/pages of the web site as well as specific times of day

Ad Sizes:

- Ad location determines ad size
- Standard sizes are set by IAB.net
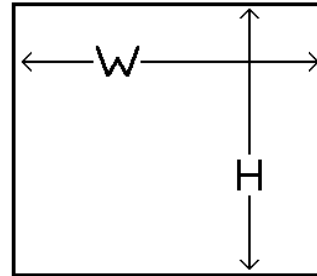
W × H
i.e. 300x250

IAB Standard Ad Sizes:

- 300x250
- 728x90
- 468x60
- 160x600
  For Reference:
  www.iab.net

Billing:

CPM : Cost Per Thousand
(M is Roman Numeral for 1,000)

Some organizations slide the decimal point so the dollar figures make more sense to advertisers.

Ex.
$8 CPM might be represented in a rate card as $80 for every 10,000 impressions
(*10k impressions might be more analogous to a week-long placement*)

File Size:

- 50KB
- The larger the file size the slower the page loads
- 15 second looping

File Types:

- Static Images –
  .gif, .jpg, .png (NO .tif's for the web)
- Rich Media –
  html (for multi-destination ads)
  flash (.swf)