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[Advertising Dictionary Of Terms](#)



Adendum Online Advertising Dictionary.
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ABC

Audit Bureau of Circulation. Organization which conducts audits of magazines and newspapers circulation numbers.

Abundance principle-

very practical on Internet. When is too much goods, advertising keeps consumers informed and let companies compete effectively.

Ad Impressions -

The number of times a banner is showed to the user. In most cases the number of ad impressions reflect the number of page impressions.

Ad banner -

An advertisement in form of banner design inside a graphics frame, usually at the header or the footer of the Web page.

Advertiming -

Consulting organization formed to recommend the scheduling of media advertising.

Advertising Medium

The collection of advertising methods, modes, or ways of a particular type. For example Internet is an advertising medium, television is another.

Advertising Specialty

Product (such as bookmark, baseball cap, pen, etc.) exhibiting logo or other company promotional theme, idea or logo.

Banner Rotation

banners are frequently alternated into ad spaces from a list. This is generally done by software on the Web site or at a central site controlled by a banner broker or server for a network of sites.

Button

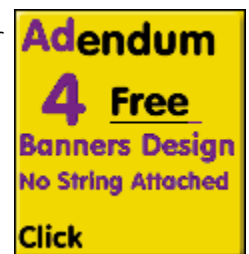
A small, graphic ad normally placed on sides of the Web pages or within suitable text. The ad takes the form of a click-button

B2B

B2B is for "business-to-business," as in businesses doing business directly with other businesses. The term is used in e-commerce and advertising, when you are targeting businesses as opposed to private consumers.

Caching

In advertising, the caching of pages in a cache server or the user's computer means that some banners views won't be recognized by the



[Banner Makers](#) banners counting programs and is a beginning of problem. Let's say that some Internet providers are caching most popular pages on the server. We are loosing business!

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Click-Through

Used by advertisers, to measure response to a banner ad. A click through happen when a user clicks on the ad and is sent to the advertiser's place

CPM

Cost per (M stands for thousand) thousand impressions. Used to price a banner site, or to measure the exposure of the banner contra the cost. For example, if a page produced 100, 000 ads impressions during a week, and banner showed on these pages at a CPM rate of \$50.00, the total cost would be \$5000.00

Cyberspace

Made by author William Gibson in his 1984 novel "Neuromancer," Is now used to describe all of the information available through computer networks mostly Internet

Demographics

The characteristics of human populations and population segments, especially when used to identify consumer markets: like gender. Age. Revenue, habits, how often and what?

Log file

Text file that lists most of actions that have occurred. Like, web server maintain log files listing every request made to the site. With log file analysis software, we can get a good idea of where visitors are coming from, how long they stay, how often they return, and how they navigate through a site.

Media broker

it's often not proficient for an sponsor to select every Web site it wants to put ads on, media brokers combined sites for advertisers and their media planners and buyers, based on demographics and distinct factors

RealAudio

Software program that plays audio on demand, without waiting for long file transfers. You can listen to any radio station live over the Internet.

Rich Media

term used for advanced technology in Internet banner ads, such as streaming video, applets that allow user interaction, and special effects. Like Shockwave, Enliven and Real Audio/Video

ROI

Return on investment, one of the great mysteries in advertising.

ROI

is a way to find out what was the end of result of an banner ad campaign. Most depends on the goal of the campaign, bulling brand awareness, increasing sales.. Early attempts at determining ROI in Internet advertising relied heavily on the click-rate of banner ad

Server

A computer that hosts information available to anyone accessing the

Internet.

Sponsor

means an advertiser who has paid a banner and, by doing so, has also supported the Web site itself. It can also mean an promoter that has a special relationship with the Web site.

Standard size

- IAB and CASIE Proposed Standards for Banner, Button Sizes

User Session

A session of activity for one user on a web site. A unique user is determined by the IP address. By default, a user session is terminated when a user is inactive for more than 5 minutes.

Valid Hit

A refinement of hits, valid hits are hits that deliver all information to a user. Excludes are hits: redirects, error messages and computer-generated hits.

Visit -

A sequence of calls-requests made by one user at one web site. When a visitor does not request any new information for a specific time, known as the "time-out" , then the next request by the visitor is considered a new visit.

Yellow pages -

Directory published each year by phone, companies, trade association, and professional groups.

Zippping and zapping

the ability of VCR users to skip the commercials when playing taped programs, when zapping tendency to change channels when commercial starts.

Join Now — It's Free! Run With Us And Finish First.

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| Rate Card | http://www.adendum.com/rate_card.htm |
| Privacy statement | http://www.adendum.com/privacy.htm |
| Join | http://adendum.com/exchange/program/signup1.sys? |
| Contact Us | http://www.adendum.com/Fommail.htm |
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