

10 Things You Need to Know: Agencies Placing Online Advertising - Daniel Kelly

Online 101 Terminology

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Online 101 Terminology

- **Web Site Traffic Terms**
- **Ad Terms**
- **Ad Unit Examples**
- **Pricing Models**

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Online Terminology Web Site Traffic

- **Hit**

- Each element of a website (including graphics, text, and interactive items). If a page containing two graphics is accessed by a user, two "hits" will be recorded. This term is commonly used by those not familiar with online. *DO NOT ever use this term when referring to online metrics*

- **Page View**

- The number of times a Web Page is requested from a server. This is the preferred counting method for traffic measurement (instead of hits) because it only counts documents, not individual files. A single Web Page is counted as one page impression.

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Online Terminology Web Site Traffic

- **Unique User**

- unique individual or browser which has either accessed a site or which has been served unique content and/or ads. Unique users can be identified by user registration or cookies.

- **Visit**

- The session of activity for one user on a Web site during a fixed time-frame.

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Online Terminology Ads

- **AD Placement**

- the location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page.

- **Impressions**

- refers to the number of times an ad banner is displayed (and presumably seen) by users.

- **Guaranteed impressions**

- refers to the minimum number of times any kind of online ad will be displayed (and presumably) seen by users.

- **ROS**

- (Run of Site) the scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.

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Online Terminology Ads

- **Click Through**

- the action of following a link within an advertisement or editorial content to another Web site or another page.

- **Click Through Rate**

- the percentage of clicks vs. impressions on an ad within a specific Web site.

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Online Terminology Ad Unit Examples

- **AD Unit** – refers to the different size of ads that may be used in an online campaign.

Wide Skyscraper (160x600)

Medium Rectangle (300x250)

Button (120x90)

Leaderboard (728x90)

Half-Page (300x600)

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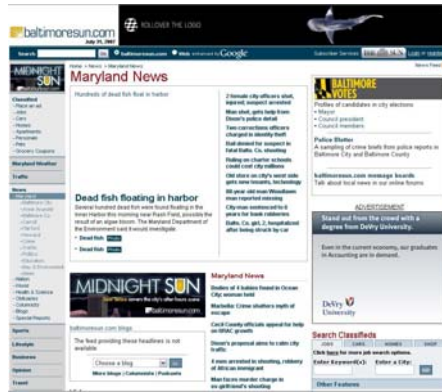
Online Terminology Rich Media Examples

- **Sliding Billboard**
 - A sliding billboard ad can appear on the homepage, a section front or story level page. An expanding panel will push down the web page content and stay open for 6 seconds. When the panel closes there is a base image left above the ad that the user can click on to re-trigger the panel.

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Online Terminology Rich Media Examples



• ROLLOVERS / EXPANDABLE

- Banner ads that expands when you mouse over it Video Advertising displayed within a fixed ad position. ("In Unit")

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Online Terminology Pricing

• CPM

- (Cost per Thousand) term describing the cost for serving 1,000 impressions. For example, a Web site that charges \$1,500 per campaign and reports 100,000 impressions has a CPM of \$15 (\$1,500 divided by 100).

• CPC

- (Cost per Click) cost of advertising based on the number of times a banner advertisement received.

• Remnant

- Remaining or unsold inventory that can be sold in bulk to agencies who pay very low CPM's.

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Online Terminology Pricing

- **Gross**

- (Gross Cost) the total cost of a media schedule before any agency discounts or commissions.

- **Net**

- (Net Cost) the amount billed to a client after a 15% "agency commission" or other negotiated rate is deducted.

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