

# Online Advertising Terms

## Above the Fold

Any part of the website that can be seen without the user having to scroll down the page.

## Clicks

Measures the response of a user to an online advertisement. A click is when a user clicks on an ad and is taken to the advertiser's web page.

## CTR (Click Through Rate)

Measures the success of an online campaign. It is calculated as a percentage of the impressions that resulted in a click.

## Contextual Advertising

The advertisement is relevant to the content on the web page.

## CPM (Cost Per Thousand)

Industry standard for selling ads on web sites. Advertisers pay for every thousand impressions of their advertisement.

## Demographics

Data about the size and characteristics of an audience.

## Impression

The unit of measurement for every time an advertisement is delivered or seen by a visitor to a web page.

## Inventory

Total number of ad views or impressions that a web site has to sell over a given period of time (usually figured by month).

## Screenshot

An image taken by the computer to record the visible items displayed on the monitor.

## SOV (Share of Voice)

Refers to the relative portion of exposure of an advertisement within a defined position over a period of time.

## Unique Visitor

The number of individual visitors to a web site over a defined period of time. Each unique visitor is counted only once in that period of time, no matter how many times they visit the web page.

## Online Specs

Ad Unit	Pixels	File Size (GIF/JPEG)	File Size (Flash)
Leaderboard	728 x 90	20K	30K
Skyscraper	160 x 600	20K	30K
Rectangle	300 x 250	20K	30K
Small Leaderboard	705 x 70	20K	30K
Square	250 x 250	20K	30K

## Special Flash Requirements & Instructions:

- Animation length - 15 seconds
- Looping requirements - 3 loop max
- Back-up GIF/JPEG file (final view/frame)
- Click-through URL

*All creative specifications are subject to change.*