

Web Definitions:

3rd Party Ad Tags: Ad Tags that are created and supplied by a 3rd party such as the Advertisers Ad Agency. These tags are used to view an ad that is stored on a separate computer, usually controlled by the Ad Agency. The Ad agency will also use these tags to monitor the impressions and click-thru's of the ad.

Ad Server: Location in which the creatives are electronically stored for a web site. Ads are typically managed from this location. Ad management means that we can specify how long an ad is displayed, if an ad should have a higher or lower priority than another ad, and other functionality.

Ad Tag: In order to track how many times an ad has been viewed or clicked, we embed an ad tag into the ad file. When an ad is viewed or clicked, this action is recorded on our web server in our Accipiter Ad Manager software. Detailed reports from Accipiter are available so we can tell our advertisers how much traffic their ad received. This Computer coding embedded into web site, used to find or "Call" a specific creative on the ad server.

Caching: Web documents received while browsing a web site can be stored of "cached" on your computer for easy access later. Types of files that can be cached: Images, browsing history, forms, and other server elements. Pronounced "cashing"

Capacity: A web site's potential to sell advertising. For e ample, if a web page with one banner creative is visited 100,000 times each day, then its capacity is 100,000. If the same web page displays two banner creatives in different locations, then its capacity is 200,000.

Click-Through Ratio: The number of click-throughs divided by the number of impressions, expressed as a percentage.

Click-Through: If someone views an ad, and then clicks on the ad, it is considered a click-through. When you click on an ad, you will typically be transferred to the advertisers website. This is recorded by the Ad Management Engine (see "Engine" above) and can be collected for reporting.

Click-Thru Link: The second portion of an advertisement that is used to link the advertisement to the advertisers web site or sub-page.

CPM: Cost per thousand. The amount of money charged per 1,000 impressions.

Creative: The display or artwork portion of an advertisement that is stored on the ad server. Each creative is assigned a label by our ad management software and is referred to an "Ad Tag". (see "Ad Tag" definition below)

Engine: A program running in the ad server that records ad traffic information such as impressions, click-through, and other ad reporting information.
For example: 728x90 = 728 Pixels Wide by 90 Pixels High

FTP: Stands for "File Transfer Protocol". This is one method for sending files from one location to another and is done using an FTP program. This is typically used to send larger files, rather than emailing them. This can also be done by typing in the FTP address into the address bar of Internet Explorer. Example: <ftp.advanstar.com>

HTML: Stands for "Hypertext Markup Language" and is one of the languages used to create documents on the World Wide Web.

HTTP:// This stands for “HyperText Transfer Protocol” and is the standard language used on the web to transmit html files.

Impression: When an ad is viewed on someone’s computer monitor, it is considered an impression. This is recorded by an engine within the ad server for later analysis. An impression does not necessarily mean that the visitor actually viewed the creative, only that the ad was loaded into the computer of the visitor.

Inventory: Advertising that has been sold, but not yet delivered. Remnant inventory is unsold capacity.

JPG, GIF, SWF, and PNG: Electronic file formats that are used for ad’s. File name Example: “picture.jpg” or “advertisement.gif”. Each file format has its own unique characteristics and capabilities and are used for different applications. See below for more details:

- **JPG:** Short for “Joint Photographic Experts Group”. This file type is commonly used to display photographs on the web where a higher number of colors is necessary for image quality.
- **GIF:** Short for “Graphics Image File” This file type is commonly used to display line art and images with small text. The Gif format is also used to create animated images and advertisements.
- **SWF:** Commonly called a “Flash” file. This file type was created by the Macromedia Corporation and is considered the first “Rich Media” file type. While flash files are typically larger in size compared to a GIF or JPG file, they can incorporate sound, animation, and interactivity to an advertisement.
- **PNG:** Short for “Portable Network Graphic”. It was designed to be a Patent Free successor to the GIF file format. This file type is gaining popularity, but is still rare. Incidentally, the patent for the GIF file format ran out in June of 2003.

Link or Hyperlink: A link within the text or associated with an image, that when clicked on by the visitor will bring them to another location. This is either within the current website or to an outside web site or file.

Pixel: Every computer monitor displays images using thousands of small dots, these dots are called pixels. The unit of measurement used to describe the size of a creative on the screen.

Server: A computer that stores all of the necessary pieces and files used to create the web site, including HTML files, images, databases, etc.

Traffic: The amount of people that view and navigate through a web site.

URL: The Internet address of a web site. Example: <http://www.advanstar.com>

Web Extension (.com, .org, .net, .gov, etc): In order to divide the web into categories and provide the opportunity for more web addresses, Internet Domains have many different extensions. Many times these extensions are associated to different types of companies. For instance, “.com” is use for Commercial web sites. “. org” is typically used for non-profit organizations, “.gov” is used for government offices or organizations, and so on.

WWW: This stands for World Wide Web

XML: Stands for “Extensible Markup Language” and is a flexible way to create standard information formats and share both the format and the data on the World Wide Web.

Advertisement Sizes and Definitions:

(All sizes are in Pixels)

Leader Board: Size: 728x90

Location: Typically near the top of the page, under the navigation and header of a Web site. This ad size can also be located on the bottom and is referred to a "Post Script" Ad.

Leader Board

Drop Down: Size: 728x210

Location: An optional component of the top position Leader Board that expands and collapses by the visitor clicking on a specific element within the ad.

Banner: Size: 468x60

Location: Typically at the very top of a web page, or somewhere in line with the body of an article or web page.

Skyscraper: Size: 160x600

Location: Typically on the right hand side of a web page, but can be positioned anywhere a vertical ad size would suit.

Big Box: Size: 336x280

Location: Typically found in the body of an article or a web page.

Button: Size: 120x60

Location: Typically found to the left or right of the body of an article or web page.

Square

Button: Size: 120x120

Location: Typically found to the left or right of the body of an article or web page.

Pop-Up: Size: 300x250

Location: A separate web page that automatically opens up when a visitor opens the main page of a web site. This typically opens in front of the main page.