Internet Advertising Worksheet

1. Go to <http://computer.howstuffworks.com/web-advertising.htm>
2. Read through the article and watch the videos.
3. How does pay per click use both art and science?
4. Explain why companies are switching to internet advertising (especially pay per click) from regular advertising (such as magazines and billboards).
5. What/who are the two main partners that make Google AdSense possible?
6. If you have a popular website and decide to use Google Adsense, who/what actually makes the ads?
7. Provide two reasons why a website developer may not want certain sites advertised on their website. Can they still use Google AdSense?
8. In the beginning, sites were divided into two which broad categories?

Sites were divided into E-commerce sites and Content Sites.

1. In the beginning, what was the most common form of internet advertising?

Banner ads was the most internet advertising.

1. What are the two reasons why a company buys advertising?  
   Companies buy advertisements for people to look at and possibly check out their products.
2. In your own words, describe what branding is?

Branding gives people a good impression of their product and plants their product in people’s heads.

1. What is the purpose of direct sales ads?

Direct sales ads that tries to get you to do something right now.

1. Explain what targeting is.

Targeting is when an company makes an ad for a specific demographic.

1. What is the difference between a sidebar ad and a banner ad? Which one is more effective and why?

Sidebar ads are oriented vertically while banner ads are oriented horizontally. Sidebar adds have higher click-through rates and advertisers will pay $1.00 to $1.50 while they will pay $.05 to $.10.

1. What is the difference between pop-up and pop-under ads?

Pop-up adds pops up it’s own windows. Pop-under ads place themselves under the website’s content.

1. Statistically, which is more effective advertising: pop-up ads or banner ads?

Pop-up ads are more effective because they average up to 30 clicks while banner ads average two to five clicks.

1. “The annoyance problem points out something interesting about advertising, however. When pop-up ads first appeared, they bothered lots of people and you did not see them on very many sites. After a while, people got used to them and stopped complaining, and now pop-up ads can be found on tons of sites.

Television provides another useful example. If television programs were ad-free today, and suddenly a TV station were to start running eight minutes of advertising every half hour right in the middle of programs, people would go NUTS! There would, quite possibly, be riots in the streets. But since we are all familiar with TV ads, they don't bother us much. In fact, during the Super Bowl, the ads are a big part of the show!

As people get used to floating ads, they will become more common.” Do you agree or disagree? Also explain the philosophy behind your answer.

I agree because floating ads are kind of like commercials. At first, they seemed strange, but then they became normal. People will get used to ads and if you don’t like ads, get Ad-block. That sentence in itself was and ad for Ad-block.

1. What is a Unicast ad? If your site had 13,650 viewers on a page that hosted a Unicast ad, how many clicks could you estimate getting? If you were paid 50 cents per click, how much money could you estimate making?

A Unicast ad is a commercial that appears in a pop-up window that runs 10 to 30 second commercials. If your site had 13,650 viewers on a page that hosted a Unicast ad, you would get over $390,000. If you had $.50 per click, you would have $6,500.

1. What is the IAB?

The Internet Architecture Board is responsible for overseeing for the technical evolution and progression of the internet.

1. Make a ten question quiz about internet advertising based on the article. Make sure to also provide an answer for your questions. The best questions will make up part of your ‘end of cycle’ quiz.