# Survey of Advertising

## November 16, 2012

* **Search Engine Marketing**
  + **Search Engine -> Search Results Page -> Pagerank -> Sponsored Links**
    - Google search looks for websites that mention the words
    - Google search also analyzes the website to see if they are useful
  + **Pagerank: Sites that many other sites link to (quantity of votes) and Google search also analyzes the websites that gave the vote (quality of votes)**
  + **Google Adwords**
    - Advertisers pay Google to have links and/or ads placed in search results (sponsored links). Further payment is made when ads or links are clicked on.
  + **Google AdSense**
    - Advertisers pay Google when links and/or ads placed on relevant web pages are clicked on. **Publisher earns** money from Google when ads are clicked on.
* **Types of Internet Advertising**
  + **Interstitial (Visible Download)**
    - Ads that appear in a separate (‘pop up’) window while a webpage is loading, or are inserted between pages
  + **Superstition (Invisible Download)**
    - Uses ‘polite download’ technology to download ads when bandwidth is idle and the ad plays when the mouse is clicked.
  + **Preroll** 
    - Short video ad, 15-30 second (from TV) that plays before the video you selected
  + **Email**
  + **Pros of Internet Ads**
    - Interactive, Huge audience, immediate response, selective targeting, proximity to purchase, in-depth information, rapidly growing, virtual storefront.
  + **Cons of Internet Ads**
    - Medium is not standardized, too complex and cluttered, slow downloads, security and privacy, lack of control, most democratic of media
* **Using Out-of-Home, Exhibitive, and Supplementary Media**
* **Out of Home Media**
  + Outdoor Advertising Terms
    - Plant: Out-of-Home Advertising Company
    - Plant Operator: Find locations -> buy property -> erect building structures -> contract with advertisers