

Ad Jargon 101

Mitchell Keenan

Display Ad

An **image** based ad.

Search Ad

Text based ad.

Publisher

A site or group of site which **sell ad-space** on their pages or in their content.

Advertiser / Bidder

A company wanting to **purchase ad space** from publishers.

Inventory

A sell-able **digital space** in which ads can be shown. These are what Publishers sell.

Slot/Placement

An **individual spot of inventory** on the page where a single ad will go.

Usually has an associated size or set of sizes.

This is the smallest denomination of inventory.

Unit

A group of **one or more slots**, the major denomination of inventory.

Creative

The actual **graphic** for the display ad.

Demand

The **desire to purchase** ad inventory

Targeting

The process of targeting ad content based on **user data and context**.

Impression

A creative being displayed on a single users page.

Viewability

The measure of whether an impression constitutes a view.

At least **50%** visible on the screen for a minimum of **2** seconds

Refresh

The practice of loading a new creative in a slot after a period of time while a user browses a single page.

Cost per Thousand (CPM)

The cost paid (or bid) by an advertiser for 1000 Impressions

Ad tag

A specific script usually provided by an advertiser to place on your page.

Usually a direct deal between advertiser and publisher

Skips your conventional ad server.

Ad Server

Server responsible for serving creatives to the client, including making the decision of which creative to serve to maximize revenue.

Examples:

- Google Ad Manager (GAM)
 - formerly DoubleClick for Publishers (DFP)
- ???

Exchange

A marketplace where advertisers and publishers buy and sell ad inventory.

Examples:

- AdX (Google)
- AppNexus
- Rubicon
- Facebook Exchange

Header Bidding

Running auctions for inventory from the client before sending inventory to your main ad server to be filled.

Allows **additional targeting** specifications on the bidder level.

Header Bidding: Prebid (OSS)

- Client-to-server
- Maintained by advertisers

Transparent Ad Marketplace

- Amazons server-to-server offering

Exchange Bidding

Google's server based bidding platform, available in GAM

Counter to Header Bidding but can work in concert.

Over the Page (OTP)

Large ads which pop-up within the page (not a new window).

Surprisingly profitable

Usually served directly using a tag.

Google Publisher Tags (GPT)

Googles library for interacting with GAM/DFP

You're free!

References

[AppNexus Glossary](#)

[WTF is Header Bidding](#)

[Google Ad Manager Docs](#)

[Prebid](#)

[Amazon TAM](#)