

Internet and Interactive Media



Advertising on the Internet

- Banners Ads - the most common form of ad in the Web, may come in many forms called panels, skyscrapers, or verticals.
- Sponsorships - regular sponsorships occur when a company pays to sponsor a section of a site.
- Content sponsorship - occurs when the sponsor not only provides dollars in return for name association but participates in providing content and having it approved by the sponsor.

- Pops-Ups - window on your screen in an attempt to get your attention.
- Pop-Unders - are ads that appear underneath the web page and become visible only when the user leaves the site.
- Interstitials - are ads that appear on your screen while you are waiting for a site content to download.
- Push Technologies - or webcasting technologies allow companies to push message to consumers rather than waiting for them to find it.
- Links - a link that provides additional information, related materials.
- Paid search - advertisers pay only when a consumer clicks on their ad or link.

- Behavioural Targeting - advertisers targeting consumers according to their website surfing behaviours.
- Contextual Ad - advertisers who target their ads based on the content of the web page.
- Rich Media - a broad range of interactive digital media that exhibit dynamic motion, enhanced sensory features, video, audio and animation (games, instant messaging, podcasts).
- Online commercials
- Video on demand
- Webisodes - short featured films on internet.

- Podcasting - is a medium that uses internet to distribute radio-like files for downloading into iPods.
- RSS - Really Simple Syndication - is a specification that uses XML to organize and format web-based content in a standard way.
- Blogs - is a web-based publication consisting primarily of periodic articles, normally presented in reverse or chronological order.

Advantages

- Target Marketing
- Message Tailoring
- Interactive capabilities
- Information access
- Sales potential
- Creativity
- Exposure
- Speed



Disadvantages

- Measurement problems
- Annoyance
- Clutter
- Potential for deception
- Privacy
- Poor reach
- Irritation



References

- Advertising Excellence - Bovee, Thill, Dovel, Wood - International Edition
- Advertising and Promotion - Belch, Belch Seventh International Edition
- How To Pass Advertising - LCCI Third Level