

# [Advertising chapter 12](https://assignbuster.com/advertising-chapter-12/)

Benefits of digital interactive media over traditional mediacost of time and or space for ads is lesser
enable communication between content providers and consumers
the interactive nature of the internet has blurred the line between content creators and content consumerstheres a company called book mooch, readers can trade books with each other, chat the website provides book reviews and you can met the authors online. this is a great use ofsocial mediabehavioral trackingability to track people behaviors on the internetstandardizationad impression
click ratead impressionpossible exposure of advertising message to one audience memberclick ratenumber of clocks on an advertisement divided by the number of ad requeststhe two simple ways to measure the internet audience for advertisement banners aread impression and ad ratekeywordsingle word that a user inputs int oa search engine to request informations similar in subject matter to that wordan anti itch cream has banner ad appearing every time a user types in the word itching, scratching hives or mosquito. this is akeywordsearch result pageaccount for almost half of all digital interactive ad. revenuebannerlittle billboards of various sizes that appear when a visitor lands on particular websitewhen you access a website and see am ini billboard spread across top advertising ford focusbanner adthe most common form for mobile advertising isbanner advertisingcorporate websitegives background info primary organization (About company)commerce siteprimary sells products or service (about product) ONADVERTISING CHAPTER 12 SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Now