



# Interactive Media

High-Tech Marketing

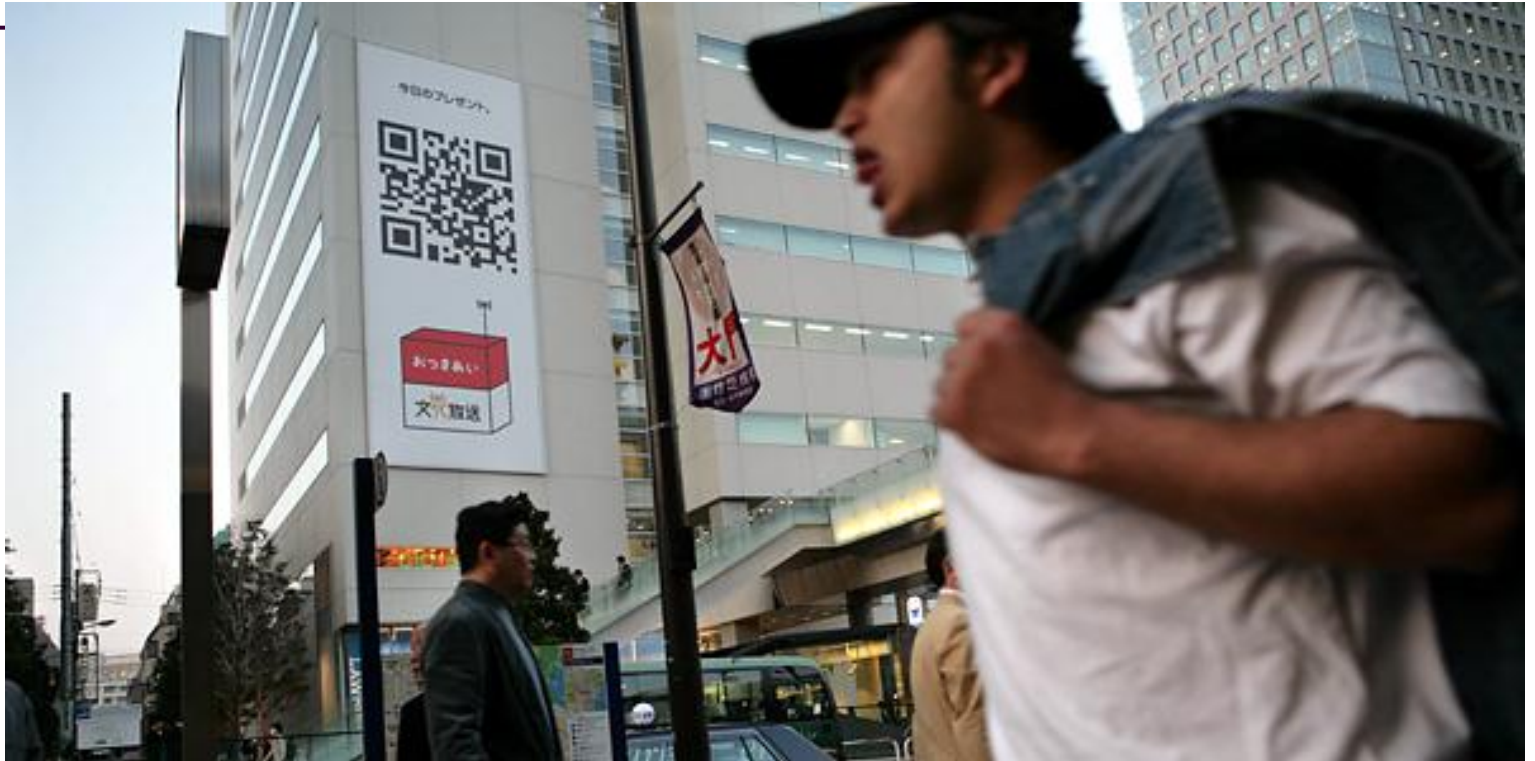
# Interactive Media Advertising

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- Online/Internet
- Wireless: cell phones, PDAs
- POP Displays
- Interactive Outdoor



# Bar Codes Talk to Cell Phones



The pattern on a building in Tokyo is filled with information that can be read by a properly programmed cellphone with a camera. The technology can also be used for many other things, like buying airline tickets.

New York Times (4/1/07)

# Birth of the Internet: 1969

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- 1969 first four nodes of the Internet connecting UCLA, UCSB, Stanford Research Institute, and University of Utah
- ARPANET: military program to ensure robust communications in case of nuclear war
- First email sent at 50 kbps, system promptly crashed



# World Wide Web

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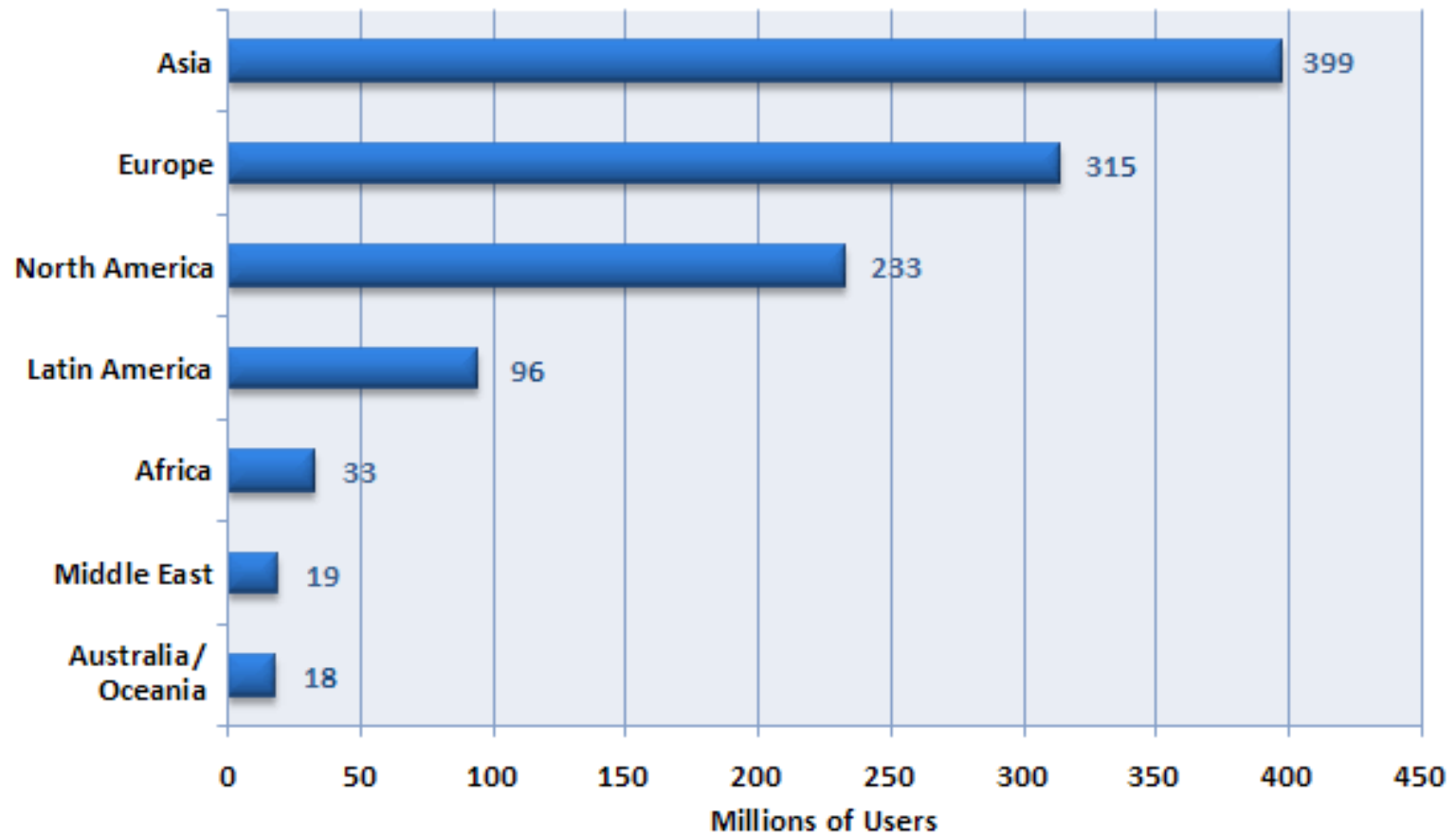
- In 1980, Tim Berners-Lee, an independent contractor at the European Organization for Nuclear Research (CERN), Switzerland, built ENQUIRE, as a personal database of people and software models, but also as a way to play with hypertext – the WWW running on top of the Internet.



*The NeXTcube used by Tim Berners-Lee at CERN became the first Web server.*

# Where are the users?

**Internet Users by World Region**

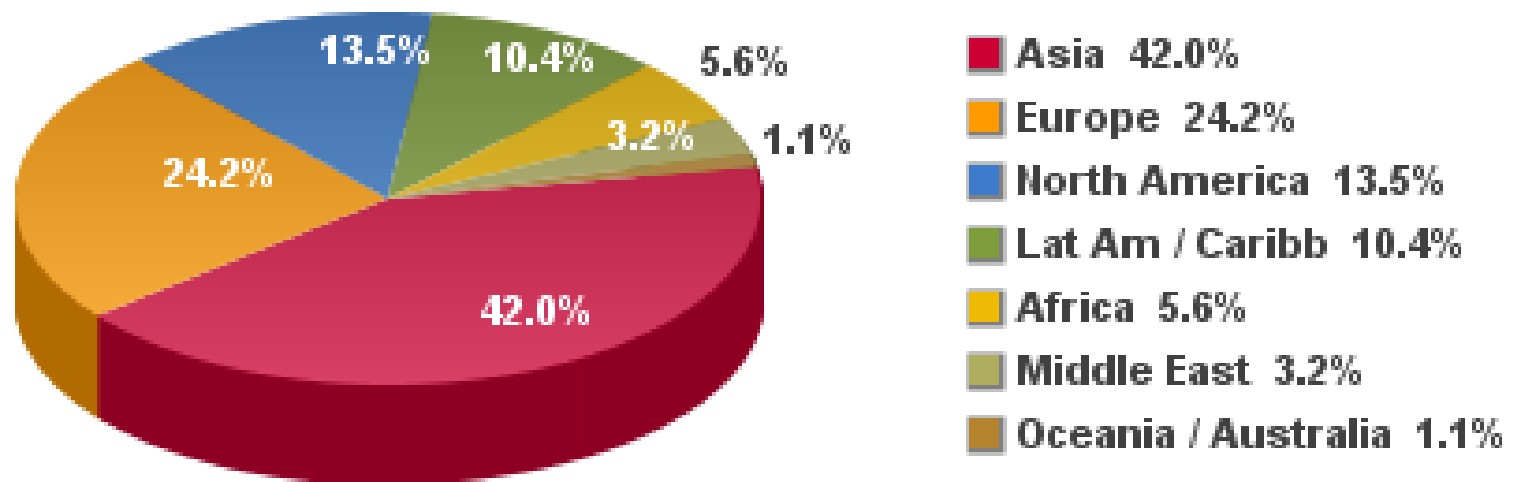


Copyright © [www.internetworldstats.com](http://www.internetworldstats.com) - Mar 19, 2007

[More Stats](#)

# Where are the users?

## Internet Users in the World Distribution by World Regions - 2010



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

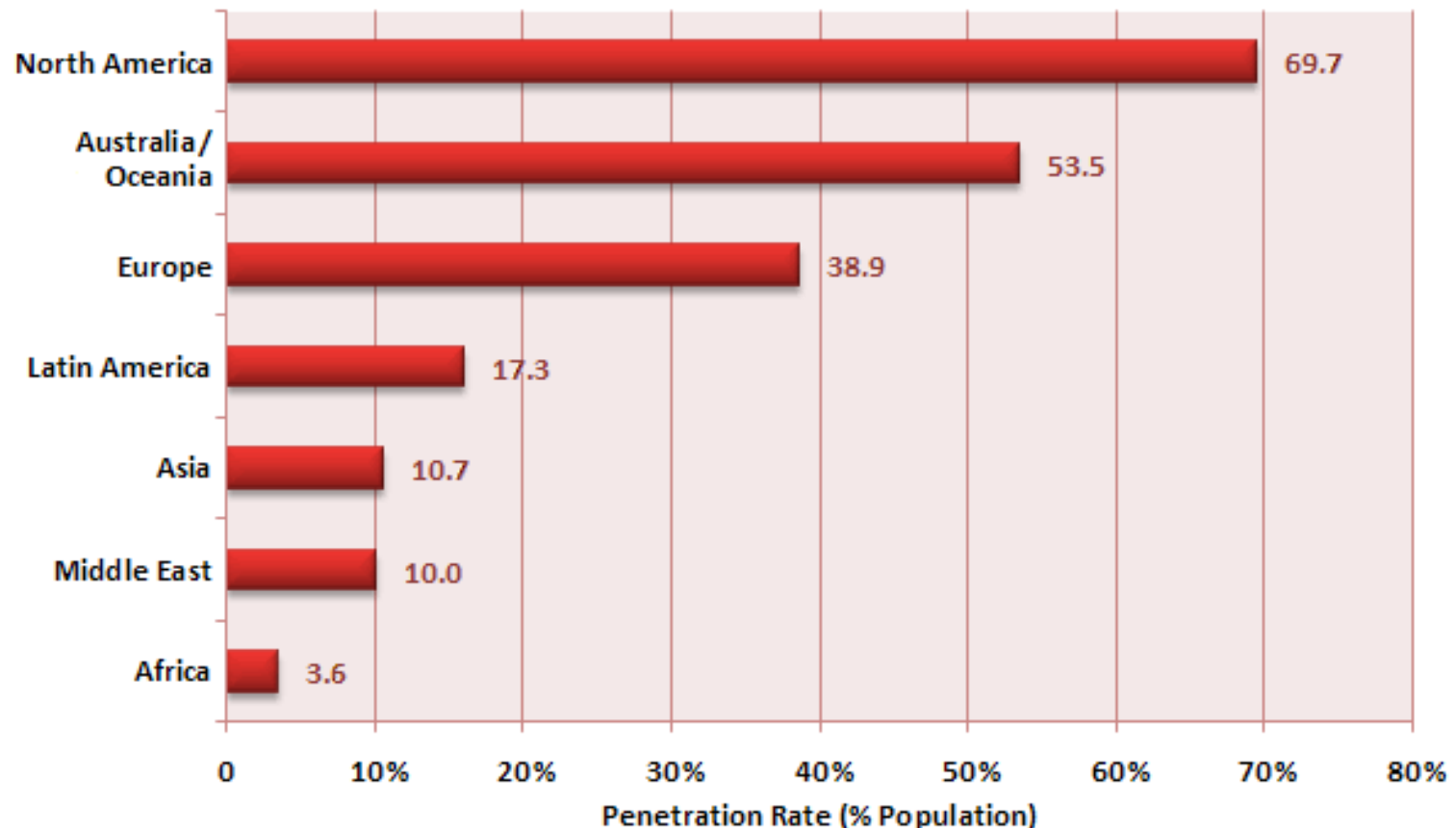
Basis: 1,966,514,816 Internet users on June 30, 2010

Copyright © 2010, Miniwatts Marketing Group

[More Stats](#)

# Where are the users?

**Internet Penetration by World Region**



Copyright © www.internetworldstats.com - Mar 19, 2007

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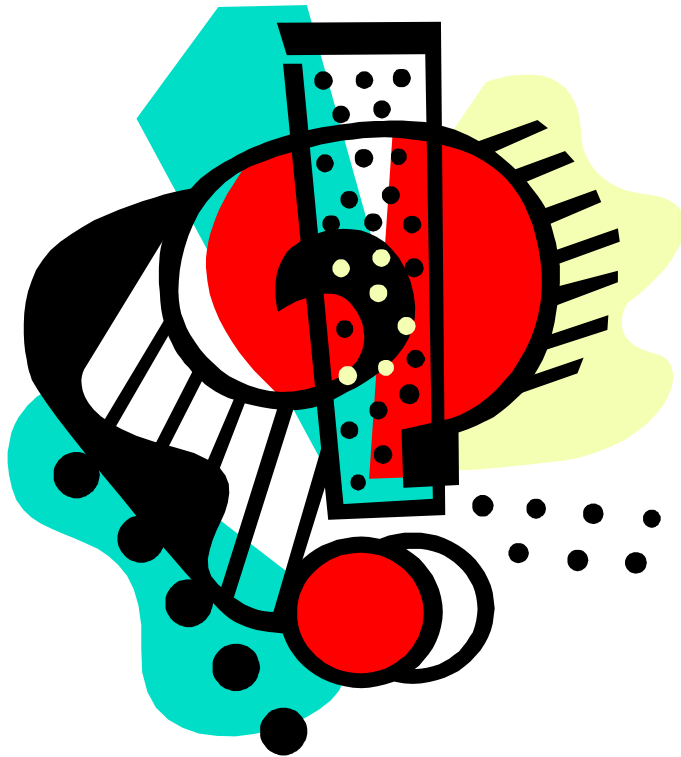
# CPM, CPC, CPA ?!?

- CPM stands for Cost-per-Thousand impressions.
- This pays a certain amount for every thousand times a CPM message is displayed.
- A campaign paying \$1.00 CPM to a site displaying an ad 500,000 times will earn \$500.



# CPC, CPA, CPM ?!?

---



- CPC stands for Cost-Per-Click.
- A site will generate this type of revenue when a viewer clicks on an ad paying CPC rates.
- CPC rates range from 20-cents to \$1.00 and more.

# CPA, CPM, CPC ?!?



- CPA stands for Cost-per-Action.
- It is also known by cost-per-acquisition, cost-per-lead, cost-per-purchase, etc.
- An advertiser pays a predetermined amount based on a customer doing or buying something after the click through.

# Click click click

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- *The best minds of my generation are thinking about how to make people click ads...That sucks.*

— Quote by Jeff Hammerbacher, former research scientist at Facebook, from the article:  
**This Tech Bubble Is Different - BusinessWeek**



# What Kinds of Interactive Ads Work?

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- Banners
- Skyscrapers
- Pop-Ups
- Pop-Unders
- Rich Media
- Soshkeles
- Text Links
- Advertorials
- Search Engine Sponsorships

*With downloads up to **100 times** faster than your dial-up...*



# Banner Ads

Advertising - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media

Address <http://publicrelations.about.com/>

About > careers > Advertising

## Advertising

**About**

 **Find an Apartment & More!** apartmentguide.com

■ Apartments ■ Moving Trucks ■ Storage Units ■ Utilities **GO!**

with [Apryl Duncan](#), Your Guide

Home · Articles · Forums · Chat · Newsletter

Search  in this topic 10

### Subjects

- [Ad Pitch Archive](#)
- [Advertising Trivia](#)
- [Agencies](#)
- [Awards](#)
- [Brochures](#)
- [Career Source](#)
- [Catalogs](#)
- [Copywriting](#)

### In The Spotlight

Sun, Oct 14, 2001

#### Advertising Trivia Challenge


Test your wits with slogans, new ad campaigns and current advertisements. Find out how well you know everything advertising.

**More:** [Trivia Prep](#) - Brush Up on Your TV Commercials

**Special:** [Test Yourself](#) - In the Advertising Trivia Archive


#### How to Create a Flyer

Need to advertise something but don't have a lot of cash? Flyers are an inexpensive way to reach a wide audience.

Find a Job With  **JobDirect.com**

- [Upload/Create a resume](#)
- [Search by company](#)

**Advertising**



468x60 pixels most popular ad size

fully calculated tool that can

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e on "Politically Incorrect."

tising Pitch weekly newsletter

estions and more!

e. Congratulate a co-worker on  
eedy recovery.



# Skyscraper Ads

# Internet Advertising Bureau

IAB - Microsoft Internet Explorer

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Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address [http://www.iab.net/iab\\_banner\\_standards/bannersource.html](http://www.iab.net/iab_banner_standards/bannersource.html)


Advertising ABC's Ways of Advertising Ad Trends Ad Standards

**Ad Standards**


**Interactive Marketing Units**

Banners and buttons


Choose a Section  
Choose a Section  
Banners and Buttons  
Skyscrapers  
Rectangles and Pop-Ups

 **Internet Advertising Bureau**

view light IMU Utilizes JAVA  
468 x 60 IMU  
(Full Banner)

 **Internet Advertising Bureau**

234 x 60 IMU  
(Half Banner)

 **Internet Advertising Bureau**

88 x 31 IMU  
(Micro Bar)

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**Measuring Success**  
**Tools of the Trade**

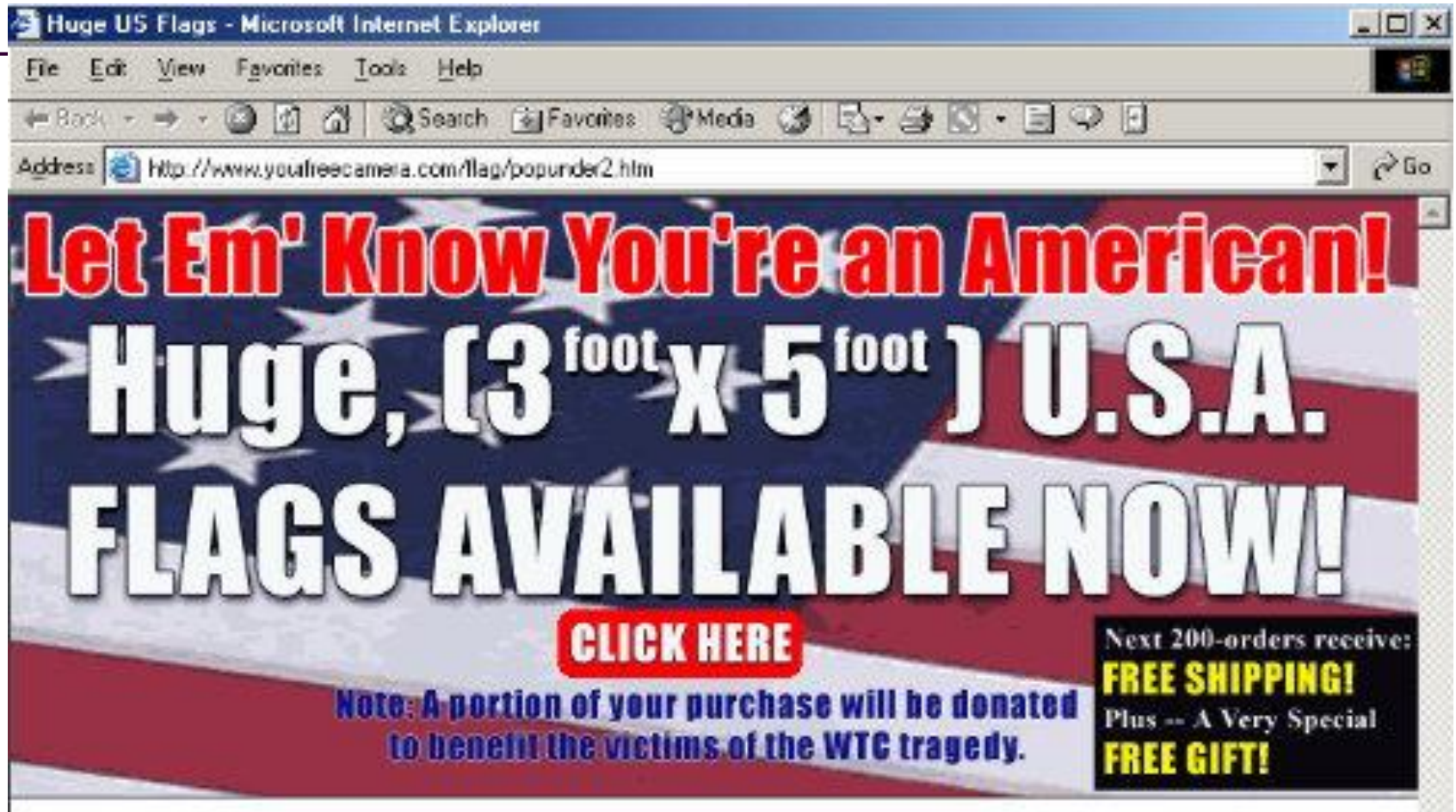
[www.iab.net](http://www.iab.net)

# Pop-Ups



Reached 32.8 percent of online audience in just 5 months.

# Pop-Unders



Can't see them until you close top windows

# Rich Media

ADVERTISEMENT

The advertisement is for the New York Times Archive. It features a blue background with white and yellow text. At the top, there are several headlines from different sections: 'HTS | August 7, 2001', 'BUSINESS | August 30, 2001', 'A Scientific Gap, Conclusion: Tarnished New Economy L...', 'Japanese Custom...', 'SCIENCE | October 12, 2000', 'POLITICS | August 7, 2001', and 'DINING & WIN...'. The main headline is 'Final NYTimes.com/archives'. Below this, it says 'Search The New York Times Archive' and 'Full text articles published within the past week are free.' There is a search input field with a magnifying glass icon. Below the input field, there are two links: 'GO TO ADVANCED SEARCH' and 'ADVERTISERS CLICK HERE'. At the bottom, there is a section titled 'CHOOSE FROM:' with three options: '25 articles for \$19.95', '10 articles for \$9.95', and '4 articles for \$5.50'. At the very bottom, it says '(VS. SINGLE PRICE \$2.50)'.

Search The New York Times Archive  
Full text articles published within the past week are free.



GO TO ADVANCED SEARCH      ADVERTISERS CLICK HERE

CHOOSE FROM:

25 articles for \$19.95	10 articles for \$9.95	4 articles for \$5.50
-------------------------	------------------------	-----------------------

(VS. SINGLE PRICE \$2.50)

- Interactive
- Search databases
- Play games
- Enter information
- Retrieve information
- Flash animations

# “Soshkeles”



# Text Links

**From:** Steven R. Van Hook **To:** Worldwide Media Relations  
**Subject:** Sprink Advertisers

## [Advanced Press Release Service](http://www.advanced-pr.com/)

**Industry leaders in press release distribution and PR services. We have over 130,000 media contacts to target your press release! We feature a press and media coverage guarantee!**

<http://www.advanced-pr.com/> (Cost to Advertiser: \$0.73)

## [Dovetail Public Relations](http://www.dovetailpr.com/)

Award-winning high tech media and analyst relations agency known for providing clients exceptional strategic guidance and results on a consistent basis. Based in Silicon Valley.

<http://www.dovetailpr.com/> (Cost to Advertiser: \$0.72)

## [Press Release & News Distribution and Writing](http://www.eworldwire.com/)

Offering the only full time research department, our distribution databases are the most up-to-date in the industry. Photo and logo distribution offered at no additional cost. From \$49.

<http://www.eworldwire.com/> (Cost to Advertiser: \$0.69)

## [eReleases Press Release Services](http://www.eReleases.com/)

The leader in low-cost press release distribution, targeting to journalists in your industry at no additional cost.

<http://www.eReleases.com/> (Cost to Advertiser: \$0.67)

## [Change The Way You Ask Questions at SuperSurvey](http://www.supersurvey.com/)

Run your survey questionnaire today with no downloads or programming. Build professional Web surveys and questionnaires yourself, send invitations and automatically count answers in minutes online.

<http://www.supersurvey.com/> (Cost to Advertiser: \$0.66)

- Also called “Sprinks” or “sponsored links”



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- Top News
- Money & Finance
- Entertainment
- Sports

### NEWS HEADLINES:

- General Urges New Strategy for Baghdad
- Approval of Republicans at Record Low
- Bush Warns North Korea on Nuclear Transfer
- Priest Denies Having Sex With Foley
- Feds Net 125 in Nationwide Child-Porn Sweep
- Killer Says He's Too Obese for Execution

News Alerts

Search for Top News:

Search

Updated: 11:07 AM EDT

IM This | E-mail This

## Killer Says He's Too Obese for Execution

By ANDREW WELSH-HUGGINS, AP

COLUMBUS, Ohio (Oct. 18) - A federal judge on Tuesday delayed the Oct. 24 execution of cult leader Jeffrey Lundgren to allow him to join a lawsuit filed by five other death row inmates challenging the state's use of lethal injection.



Ohio Department of Rehabilitation and Correction / AP

**Too Overweight for Lethal Injection?** Ohio inmate Jeffrey Lundgren said in a court filing his poor health puts him at risk of suffering during a lethal injection.

(1 of 4)

### What do you think of lethal injections?

- ☐ They're humane
- ☐ They're not humane
- ☐ Not sure

Vote

### What's your stand on the death penalty?

- ☐ I favor it
- ☐ I oppose it
- ☐ Undecided

Vote



Oops!  
Key-  
Worded  
Ads

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## Army to shoot live pigs for medical drill

**AP** Associated Press

### U.S. VIDEO



**Parachutist misses his mark**  
KTVK 3TV Phoenix



**Bush surveys record-breaking Calif. wildfires**  
AP

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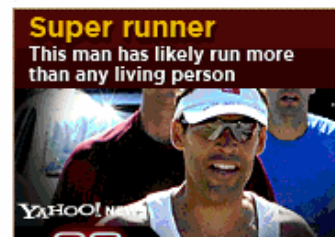
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### YAHOO! NEWS TOPIC PAGES

**NEW!** In-depth coverage on topics such as [IndyMac bank failure](#) and the [hurricane season](#).



By JAYMES SONG, Associated Press Writer

Fri Jul 18, 4:27 AM ET

HONOLULU - The Army says it's critical to saving the lives of wounded soldiers. Animal-rights activists call the training cruel and outdated.

Despite opposition by the People for the Ethical Treatment of Animals, the Army is moving forward with its plan to shoot live pigs and treat their gunshot wounds in a medical trauma exercise Friday at Schofield Barracks for soldiers headed to Iraq.

Maj. Derrick Cheng, spokesman for the 25th Infantry Division, said the training is being conducted under a U.S. Department of Agriculture license and the careful supervision of veterinarians and a military Animal Care and Use Committee.

"It's to teach Army personnel how to manage critically injured patients within the first few hours of their injury," Cheng said.

The soldiers are learning emergency lifesaving skills needed on the battlefield when there are no medics, doctors or facility nearby, he said.

PETA, however, said there are more advanced and humane options available, including high-tech human simulators. In a letter, PETA urged the Army to end all use of animals, "as the overwhelming majority of North American medical schools have already done."

"Shooting and maiming pigs is outdated as Civil War rifles," said Kathy Guillermo, director of PETA's Laboratory Investigations Department.

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## Over 250 sick after eating at Indiana Olive Garden

REUTERS 



Reuters Photo: A plate of pasta from the Olive Garden is seen in an unrelated file photo....

50 minutes ago

LOS ANGELES (Reuters) - More than 250 people have reported becoming sick after eating at an Olive Garden restaurant in Indianapolis, Indiana, a county health official said on Friday, a day after an outbreak of E.coli at Taco Bell restaurants was declared over.

ADVERTISEMENT

The news makes Olive Garden at least the third U.S. restaurant chain this month to be linked to widespread customer illnesses.

Some customers who ate at the Olive Garden restaurant in northeast Indianapolis between December 9 and December 13 have reported nausea, vomiting, diarrhea, and in some cases fever, said John Althardt, a spokesman for the Marion County Health Department.

Three of those people have been hospitalized.



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**at Olive Garden®**



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**MOST POPULAR HIGHLIGHT**

### Coffee Might Trigger First Heart Attack in Some

*HealthDay - 5 hours, 5 minutes ago*

**TUESDAY, Aug. 15 (HealthDay News)** — An occasional cup of coffee might trigger first heart attacks in some people, a new study suggests.

[View: Headlines \(18\)](#) | 
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**Most Emailed News**

**Home sales decline in 28 states, D.C.**

*AP - 5 hours, 42 minutes ago*  
Sent 3,198 times

**WASHINGTON** — The slowdown in the once-sizzling housing market is spreading, with 28 states and the District of Columbia reporting spring sales declines, led by big drops in former boom areas of Arizona.

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*Simply Smooth*

**Enjoy a Second Cup**

[MOST EMAILED PHOTOS](#)

Girl loses foot in lawn mower accident

http://www.woodtv.com/eng/news/local/vent\_county/Girl\_loses\_foot\_in\_lawn\_mower\_accident

TALSMAN Original

wood 8 TV WOODTV.COM - GRAND RAPIDS

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Girl loses foot in lawn mower accident

She is en route to hospital

Updated: Thursday, 10 May 2012, 8:48 PM EDT  
 Posted: Thursday, 10 May 2012, 8:37 PM EDT

PLAINFIELD TOWNSHIP, Mich. (WOOD) - A young girl had her foot amputated after it was run over by a lawn mower Thursday north of West River Drive.

Emergency personnel stopped the bleeding, and her injury is non-life-threatening.

The girl is en route to the hospital by ambulance.

Crews arrived on the scene around 4:27 p.m.

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http://www.guardian.co.uk/world/2008/dec/21/greece-protests-athens-violence

# Fail!

Latest Headlines

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News World news Greece

## Violence continues in Greece as rioters firebomb buildings

Protesters in Athens torch offices and cars amid clashes with police after memorial for teenager

Amr Dawar

guardian.co.uk, Sunday 21 December 2008 17:05 GMT

Article history



A youth assaults a police officer in Athens during a week of riots after the shooting of a teenager. Photograph: Beta Scandelszyo/AP



A larger | smaller

World news  
Greece

More news



Win a mini-break  
in gorgeous  
Greece...

failblog.org

Continued in Greece last night as hundreds of rioters clashed with police in central Athens and firebombed the

# Killer nurse gagged with duct tape at sentencing

New life sentences bring total to 18

Friday, March 10, 2006; Posted: 6:20 p.m. EST (22:20 GMT)

**ALLENTOWN, Pennsylvania (AP) -- A judge gave a former nurse who killed at least 29 patients in two states six more life sentences Friday at a hearing in which the defendant had to be gagged with a cloth and duct tape.**

The new sentences bring Charles Cullen's punishment to a total of 18 life sentences.

Cullen, who committed one of the worst murder sprees ever discovered in the U.S. health care system, spent 30 minutes repeating the sentence, "Your honor, you need to step down," hundreds of times.

Cullen, who was sentenced last week to 11 consecutive life terms in New Jersey, administered lethal overdoses to seven patients at nursing homes and hospitals in Pennsylvania, and tried to kill three others.

Cullen had tried to avoid showing up at his various sentencing hearings.

On Friday, he told Lehigh County President Judge William Platt he was upset over comments the judge made in a



Charles Cullen has been sentenced to a total of 18 life sentences in New Jersey and Pennsylvania.

advertiser links:

[what's this?](#)

**\$145,000 mortgage for \$484/mo**

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[martindale.com](http://martindale.com)  
lawyer locator

LAST NAME:

FIRST NAME:

State/Prov.

Discover  
Nursing



# Advertorial


ROB Magazine IBM Advertorial - Microsoft Internet Explorer

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Address http://search.robmagazine.com/archive/99ROB/june/html/ibm\_advertorial.html

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We're giving you  
**\$200,000** to play with.

In this Issue of ROB Magazine June 1999

**Advertorial**

## Just a Click Away



**(Click)  
Here Now!**  
**IBM  
small business  
advisor**  
**On-Line**  
Technology solutions at  
no cost, in no time, with  
no sales pressure.

Small business is big business. It's the driving force in the Canadian economy, where 98 percent of all businesses have 100 or fewer employees. Small business has created 87 percent of the new jobs since 1990 and made a substantial contribution to Canadian exports. Much of the small business sector's success can be attributed to its willingness to seek out and adopt new technology. Yet, the pace of change in information technology (IT) makes it difficult for small business to keep up-to-date and make informed technology decisions.

Enter IBM with a new service – the Small Business Advisor On-Line – an interactive resource designed to bridge the knowledge gap. It's part of a broad initiative the company has launched to address the needs of the small business market. In just a few minutes a small business user can answer a series of straightforward business and technology questions to arrive at a useful set of suggestions. Typically it takes about 15 minutes to work through the site, with on-line help and telephone assistance readily available. In addition to being quick, it's also free. At any point questions, responses and suggestions can be printed for future reference. For users like Andrew Golden of Golden & Sons,



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- Cross between “Editorial” and “Advertising”

# Search Engine Sponsorships

Google Search: travel - Microsoft Internet Explorer

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Address <http://www.google.com/search?q=travel>

Google™

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Web Images Groups Directory

Searched the web for travel. Results 1 - 10 of about 38,900,000. Search took 0.12 seconds.

**TRAVEL - Bargain AIRFARES Here! - Save Up to 60% at Expedia!** Sponsored Link  
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[www.orbitz.com](http://www.orbitz.com) Incredible deals on airfare, hotel rooms, rental car and more.

US State Department - Travel Warnings & Consular Information ...  
... Travel Warnings & Consular Information Sheets. What Are Travel Warnings, Consular Information Sheets & Public Announcements? ...  
Description: Travel warnings and consular information sheets.  
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[travel.state.gov/travel\\_warnings.html](http://travel.state.gov/travel_warnings.html) - 20k - [Cached](#) - [Similar pages](#)

Bureau of Consular Affairs, US Department of State  
... The Bureau of Consular Affairs. Task Force Established for Current Worldwide Crisis Information on Travel Safety Abroad ...  
Description: Information on all types of US visas (travel, business, immigration, employment), travel abroad, ...  
Category: Society > Issues > Immigration  
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... Customer Travel Notice 8/11/01 !! Leaving from: Going to: Adults: 1 Show me low fares  
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# Get High Search Engine Placement

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Presentation

# Email/Spam

**From:** Салон Мебель классическая **To:**  
**Subject:** Распродажа мебели по себестоимости

Уважаемые дамы и господа! Салон Классической мебели производит **распродажу мебели** из массива красного дерева для столовых и гостиных **по себестоимости**. Адрес в Москве: метро "Красные ворота" ул.Каланчевская, д.11, строение 3 (2 этаж) тел. (095) 971-54-68, контактное лицо Константин Петрович. Склад в Санкт-Петербурге тел. (812) 567-82-97. E-mail: [mebel-classic@mail.com](mailto:mebel-classic@mail.com)

- More than 62-billion pieces of unsolicited email in US annually.
- Less than 1-cent per piece to send; 20-cents per piece for opt-in.
- Technology, consumer backlash, regulation will help control rampant growth of spam.

# The High Cost of Spam

- It costs about \$250 to send a million spams, but about \$2,800 in lost wages, at the federal minimum wage, for those million spams to be deleted.

*(MIT Computer Scientist)*

- Spam costs U.S. businesses \$8.9 billion and European businesses \$2.5 billion annually.

*(Ferris Research)*



# Spammer Faces Prison

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## Judge Sentences Spammer to 9 Years

April 8, 2005 *Associated Press*

LEESBURG, Va. - A Virginia judge sentenced a spammer to nine years in prison Friday in the nation's first felony prosecution for sending junk e-mail. ...

Jeremy Jaynes of pumped out at least 10 million e-mails a day with the help of 16 high-speed lines.

Jaynes was among the top 10 spammers in the world ... peddling junk products and pornography. Prosecutors say he grossed up to \$750,000 per month.



**JAYNES, JEREMY DAGAN**

# CPM Overview

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(CPM – cost per thousand impressions):

<u>Advertising Medium</u>	<u>Buy</u>	<u>CPM</u>
Spot TV 30-seconds	Prime Time	\$18.00
Online Ads	Banner/Skyscraper	\$14.00+
Newspaper 1/4 page	Black & White	\$10.80
Network TV 30-sec	Prime Time	\$ 9.90
Magazine Full Page	4-Color	\$ 8.70
Radio 60-Second Spot	Drive Time	\$ 5.30
30-Sheet Poster Panel	30 Days	\$ 1.60

<http://www.infoutdoor.com/fact.html>