

GLOSSARY OF INTERNET TERMS

ABOVE THE FOLD - Any area of a web page that is viewable without the viewer having to use the vertical scroll bar. Ad space in this area is usually more expensive since it is more likely to be viewed by the visitor.

AD SPACE - The space on a web page reserved for the displaying of advertisements. Typically at the top or bottom of a page or if a small advertisement in the right or left column. The most desirable ad space is above the fold.

BANNER - A graphic that appears on a web page that is usually hyperlinked to an advertisers web site. May be in a variety of formats including GIF, JPEG, Flash, HTML, Java, JavaScript & more. “

CLICK THROUGH - The act of clicking on a banner/link to visit a web page.

CLICK THROUGH RATE (CTR) - The number of times a banner/link is clicked on divided by the number of times that same banner/link is displayed (called an impression). Example: A banner is displayed 100 times (100 impressions) and clicked on 5 times. The CTR is 5% ($5/100 = .05$).

COST PER THOUSAND - When referring to banner ads, the CPM (cost per thousand) is the cost per thousand impressions. This equals how much an advertiser pays for 1,000 impressions of its banner. Example: A banner is displayed 50,000 times (50,000 impressions) and they paid \$400 for the banner their CPM is \$8 ($50,000/1000 = 50$, $\$400/50 = \8).

IMPRESSIONS - Counting term for how many times a banner is shown to visitors in a given period.

JUMP PAGE - Also known as a "splash page", a splash page is special entrance page to a site. Advertisers often use it to direct people who click on a particular banner to more information about what the banner was regarding rather than sending them directly to the sites homepage. This can be useful for banners advertising free registrations, contests, coupons or other special offers the advertiser does not want to put on the sites main page. Can also help track click throughs.

LINKS - URLs (web addresses) placed within a web page or banner so that when clicked on, the visitor goes to a different web page, often on a different web site.

PAGE VIEWS – The number of times individual pages of a website are served/viewed. Each time a web page on a site is accessed by a visitor, it counts as one page view. Irrespective of whether the same user viewed the same page 5 minutes ago, it still represents another page view. Every click to a new “page” counts as a page view.

PODCAST - an audio show that is broadcast over the web. Users can listen to these shows on a digital music player or a computer. Podcasts can include talk shows, music, or other types of audio.

SKYSCRAPER - A type of ad unit that is much taller than it is wide. Often used in columns of web pages where there is a lot of unused vertical space but limited horizontal space.

SESSIONS – The number of “launches” of your streaming station player in a given time period

SUBSCRIBERS – Number of people that currently receive email newsletters from your station.

TRAFFIC - A website's average traffic within a given time period. It can be measured more than one way, including total unique visitors and total page views. Don't confuse hits with unique visitors and page views. The term "hits" is practically of no use when evaluating website traffic statistics.

UNIQUE STREAMING CUME – The number of people who listen to your streaming station within a specific time period (monthly, weekly etc.) from unique IP addresses. If you listen to the same streaming station three times within the “stated” time period, your visits only count as one unique visit for that time period.

UNIQUE VISITORS - The number of visitors who access a website within a specific time period (monthly, weekly etc.) from unique IP addresses. If you visit the same website three times within the “stated” time period, your visits only count as one unique visit for that time period.

URL - Universal Resource Locator. An Internet World Wide Web Address.

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