

“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

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The Blood-Horse Glossary of Online Advertising Terms

A/B Testing	A/B testing refers to testing two or more versions of a banner ad, e-mail marketing campaign, Web page or a Web page element. Versions are served alternately to the audience or different versions split to the total audience; hence this is sometimes called split testing. Response and changes in visitor behavior can then be compared. A/B Testing is aimed at increasing banner ad, Web page or site effectiveness against key performance indicators including click-through rate, conversion rates and revenue per visit.
Above the Fold	The part of a Web page that visitors can see on their computer monitor without the need to scroll down. This term is commonly used to designate the placement of Web advertising. Advertisements placed above the fold are more prominent and fetch a higher price than advertisements placed below the fold.
Acquisition Cost	The cost to an advertiser to gain a new customer. Advertisers take into consideration the amount of revenue potential from a potential customer over a lifetime in order to determine the maximum acquisition cost.
Ad Flight	The duration of time for which an advertising campaign is live.
Ad Impression	1) an ad which is served to a user's browser. Ads can be requested by the user's browser (pulled ads) or they can be delivered in e-mail (pushed ads). 2) a measurement of delivery of an ad -- the number of times a banner ad is delivered to a visitor's browser.
Ad Metrics (Statistics)	The recorded data an ad serving software keeps each time it serves an ad and the ad is clicked on. The statistics of the ad and ad campaign recorded may be as simple as total impressions and click-throughs or more detailed information such as browser types, geographical location, operating system and more.
Ad Server (Ad Serving)	A software program that manages and maintains ad banners for a Web site or collection of Web sites. These programs are extremely sophisticated and are capable of and responsible for delivering ads to the correct ad spaces, pacing the campaign, automatically stopping and starting a campaign based on set parameters, targeting ads based on keyword, time of day, geographic location and other factors, tracking and reporting on impression delivery and click-thru rates.
Ad Space	The location on a Web page reserved for the displaying of advertisements. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page.
Ad Units	A way of classifying ad sizes and types. Ad units on the Internet include leaderboards, sky-scrapers, text links, interstitials, floating ads, etc. Ad units are defined by the Internet Advertising Bureau (IAB) through voluntary guidelines. For a full list of ad units and guidelines visit www.iab.net .

CONTINUED ON NEXT 11 PAGES

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Advertising Network (Ad Network)	A broker or sales organization that manages the commerce, reporting and serving of advertisements across a group of Web sites. An ad network has the ability to deliver unique combinations of targeted audiences because it serves your banner or ad across multiple sites. Most Web sites do not have enough traffic to attract large advertisers. To solve this problem, smaller Web sites join ad networks which can combine their traffic into larger inventory packages that are more attractive to advertisers. Ad networks usually charge a commission rate of 40-60% for their services.
AIDA	Stands for attention, interest, desire, and action (AIDA). This is an historical model of how advertising works, by first getting the consumer's attention, then their interest, etc.
Alternate Text (Alt text)	Short for alternative text (Alt Text). Alt text is HTML code that allows an HTML coder to add text to a graphic that is visible to those that have images disabled or those that hover their mouse over a banner advertisement. Often used by advertisers to reinforce a message or call someone to action such as: "Click Here".
Animated Ad	A graphical ad with movement, usually generated by an interactive Java applet, flash or an animated GIF file.
Animated GIF	An image animation file created by combining multiple GIF (Graphical Interchange Format) images into one file. The result is multiple images, displayed one after another, that give the appearance of movement. Animated GIFs are useful for designing effective banner ads.
Bandwidth	The amount of data (text, video, sound, images, animations) that can be transmitted through an Internet connection. The higher the bandwidth, the faster the Web page loads. The amount is typically measured in bits per second (bps). A high speed Internet connection such as a cable or DSL modem provides more bandwidth than a 56K dial up modem.
Banner	A graphic that appears on a Web page that is almost always hyperlinked to the advertiser's Web site. May be in a variety of formats including GIF, JPEG, Flash, HTML, Java, JavaScript and more. Typically a square or rectangular graphic element which acts as an advertisement on the Web and entices the viewer to click on it for further information. For voluntary guidelines defining specifications of banner ads, visit www.iab.net .
Banner Burnout (Over Delivery)	A term used to describe an event when a banner has been shown to the same visitor or audience to the point where the click-through rate has dropped dramatically. Rotating banners help to reduce banner burnout. Also referred to as Over Delivery.
Beta	A test version of a product, such as a Web site or software prior to final release. In software development, a beta test is the second phase of software testing in which a sampling of the intended audience tries the product out. (Beta is the second letter of the Greek alphabet.) Originally, the term alpha test meant the first phase of testing in a software development process. The first phase includes unit testing, component testing, and system testing. Beta testing can be considered "pre-release testing." Beta test versions of Web sites and software are now distributed to a wide audience on the Web partly to give the program a "real-world" test and partly to provide a preview of the next release.
Blog	Generic name for any Web site (or editorial area of a Web site) featuring regular posts arranged chronologically and characterized by an open invitation of public comments from readers, an informal writing style, frequent updates, and a focus on strong community interactions between blog writers (known as bloggers).
Browser	A browser allows you to view Web pages on the internet. This may involve bi-directional communication, such as viewing of a Web site, making a purchase, or posting on a blog. Many different browsers exist, including Internet Explorer, Firefox, Chrome and Netscape.
Browser	A computer software program that enables one to access and view text or graphical Web pages on the world wide Web (WWW). Popular browsers include, Microsoft Internet Explorer, Mozilla Firefox, Netscape Navigator and Google Chrome.
Cache	A type of computer memory that stores previously accessed documents locally so that they can be accessed faster should they be needed again. If you go back to a Web page that you have previously visited, much of the pages content may be able to be accessed from your cache instead of requesting the data from the server again, thus decreasing the time it takes to load the page.

Call To Action (CTA)	The portion of an ad message (ad copy) that prompts customers to take a specific action. Popular calls to action include "click here," "buy now," "enter your e-mail," "join today," or "use our secure form to order."
Campaign	The process of planning, creating, buying, and tracking an advertising project from start to finish.
Channel	1) a band, grouping or assignment of similar content. 2) a type of sales outlet. For example, retail, catalog or ecommerce.
Clicks	The number of events that have occurred as a result of a user clicking on a banner and being redirected to an advertiser's Web page.
Click-Through Rate (CTR)	The response rate of an online advertisement, typically expressed as a percentage. The percentage of impressions that resulted in a visitor being successfully redirected to the advertiser's Web site. Calculated by dividing the number of clicks by the number of impressions. For example if a banner was clicked on 50 times after being displayed 1000 times, the banner would have a click rate of $(50 \div 1000 = 0.05 \times 100 =)$ 5.0%. This is known as the banner's click-through rate.
Client	A computer or program that contacts a server to obtain data via the Internet or another network. Internet Explorer, Outlook and other browsers and e-mail programs are examples of software clients.
Content Integration	Advertising woven into editorial content; indicative of content, channel or product sponsorship. Also know as "Web advertorial."
Contextual Advertising	Is a form of targeted advertising. Advertisements are displayed in search results or on a Web page based on keywords, the page content or category. An example of content targeting is placing presidential campaign ads on a political blog. An example of keyword targeting is Google AdWords results displayed in the right rail of the Google search engine results page. Keyword targeting of banner ads can also be implemented on Web sites in which a specific advertisement is programmatically delivered based on the keywords matched in the page content (i.e. stallion name).
Conversion	Term used to describe the process of getting a Web visitor to accept an offer or become a paying customer. Advertisers strive for high conversion ratios.
Conversion Rate	The rate at which visitors are "converted" from viewing an ad to taking a desirable action on an advertiser's Web site. The desired action might be buying a product, registering for a membership, opting into a mailing list, or requesting more information.
Cookie	A small file Web sites leave on its visitors' computers. Cookies allow Web sites to identify each user as a unique individual. Web sites use this information to provide customized content, track traffic patterns, and identify usage habits among its visitors. Also used to keep track of the number and frequency of advertisements that have been shown to a visitor.
Cost Per Action (CPA)	Cost per action (CPA) is an online payment model by which advertisers pay for every action (sale or registration) completed as a result of a visitor clicking on their advertisement. Prices can range from \$1 to \$500 or if calculated on a percentage of the sale 1% to 25% of the sale price. Also known as cost-per-acquisition, cost-per-transaction or cost per sale.
Cost Per Click (CPC)	Cost per click (CPC) is an online payment model by which advertisers pay for each click-through made on their advertisement. Typically used for search marketing advertising, this is a method of purchasing traffic to an advertiser Web site via search engine results (i.e. Yahoo.com, MSN.com, Google AdWords). Prices can range from 1¢ to over \$25 per click.
Cost Per Lead (CPL)	Cost per lead (CPL) is an online payment model by which advertisers pay for every lead or customer inquiry that resulted from a visitor who clicked on a their advertisement. Prices typically range from \$0.50 to \$500. Also known as cost per inquiry (CPI).
Cost Per Sale (CPS)	See Cost Per Action (CPA)

Cost Per Targeted Impressions (CPTM)	The cost per targeted thousand impressions (CMPT) is the same as CPM but used when referring exclusively to a targeted campaign.
Cost Per Thousand (CPM)	Cost per thousand impressions is the primary measurement of online advertising costs. CPM is an online payment model by which advertisers pay for every 1,000 impressions delivered of their advertisement. A \$100 CPM means the advertiser paid \$100 per every 1,000 times his ad appears on a Web site. CPM is the primary calculation by which most Web sites determine banner ad rates. For example, a Web site that charges \$1,500 per ad and reports 100,000 visits has a CPM of \$15. Also known as cost per Mille (Mille is Latin for one thousand).
Cost Per Transaction (CPT)	See Cost Per Action (CPA)
CPM	Abbreviation for cost per thousand (impressions).
Creative	The files associated with a banner ad or other type of online advertising material. Common creative types include GIF, JPEG, Java, HTML, Flash or streaming audio/video.
CTR	Abbreviation for click-through rate.
Default Banner (Defaults)	A banner that is served to a site when no paying banner is available. Usually a publisher's house ad or public service announcement (PSA) advertisement.
Display Advertising	A generic term for online advertising with banner ads, where an advertiser's message is shown on a destination Web page or pages, generally set off in a box at the top, bottom or to one side of the content of the page.
Dynamic Advertising	The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more ad spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.
Dynamic Rotation	The delivery of banner ads in a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site.
Earnings Per Click (EPC)	Earnings per click, is calculated by dividing the total earnings by the number of clicks.
Earnings Per Visitor (EPV)	Earnings per visitor is calculated by dividing the total earnings by the number of visitors.
E-mail Advertising	Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g. basic text or HTML enabled).
E-mail Bounce	An e-mail that cannot be delivered to the mailbox provider and is returned to the sender. A 'bounce' is classified as either "hard" or "soft." Hard bounces are the failed delivery of e-mail due to a permanent reason, such as a non-existent address. Soft bounces are the failed delivery of e-mail due to a temporary issue, such as a full inbox or an unavailable ISP server.
E-mail Campaign	Advertising campaign distributed via e-mail.
E-mail Inbox	Within a mailbox provider, the default primary folder that stores delivered e-mail messages.
E-mail Mailbox Provider	The e-mail program, and by extension of the server, that hosts the targeted e-mail address. For example, Outlook, Hotmail and Gmail.
E-mail Preview Pane	A small window within an e-mail mailbox that allows the user to view some e-mail content without opening the e-mail.
Exclusivity	When an advertiser requests their banner or text message ONLY be shown and not be run in rotation with other advertisements in the desired location or on the desired pages. Publishers will charge more for exclusivity since it is a commanding campaign format and limits the number of advertisers they can accept for those pages.
Expandable Banner Ad	A banner ad that expands in size after a user clicks on it or hovers the cursor over the banner.

Eyeballs	A slang term for audience; the number of people who view a certain Web site or advertisement.
FlashTM	Flash, created by Adobe, is a multimedia plug-in that allows you to add animations and interactivity to your Web site. Most graphic animation is done with Flash. The majority of audio and video on the Web is controlled via Flash. Flash animations are created using vector graphics, which makes them fast to download and scalable in size.
Floating Ads	Using recent technological innovations, advertisers are now able to create highly original ads that move or "float" across a Web page in a unique and non-standardized way. These moving executions dance on top of, glide over, or otherwise appear on top of a page's content. The advertisements use DHTML technology.
Fold	The fold in Web design is the position on a Web page where the majority of browsers viewing the page will begin to scroll. Elements positioned "below the fold" are not seen when the page first loads.
Frequency	The term used to describe the number of times the same advertisement is shown to the same visitor during a particular session or time frame. This can be regulated through the use of cookies.
FTP (File Transfer Protocol)	Internet protocol which facilitates data transfer via uploading and downloading of files between your computer and a server.
Geo-targeting	The ability to target ads at users based on their geographic location. The targeting can be based on country, state, city, or postal code. Geo-targeting is an important tool for local small businesses that wish to run focused, cost-effective ad campaigns.
GIF (Graphical Interchange Format)	The most common file compression format for banner ads and most other pictures on the Web. Most banner advertisements are created in the GIF format
Gross Impressions	The total number of times an ad is shown, including duplicate showings to the same person.
Guaranteed Impressions	The minimum times an ad banner has the opportunity to be seen by visitors as specified in an insertion order or contract.
Hit	A hit is a single file request from a Web site's visitor to the server hosting the Web site. When a visitor accesses a single Web page, he may download several image, text, or CGI files. Because one visitor viewing a Webpage may trigger multiple hits, hits are not a relative measurement of visitor traffic. While useful for estimating the load on a server, hits serve little value to advertisers or marketers. They may often be confused as page views. There are always considerable more hits vs. page views to any page; assuming there is more than a single file on the page - most Web pages have hundreds of files per page.
Home Page	The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. Typically it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site.
Hosting	When a Web site is created, it is typically hosted on a commercial server, which is connected to the internet. This is known as hosting.
HTML	Hyper Text Markup Language is the computer programming language that helps control the format of documents and images on the world wide Web. An HTML editor is a software program that enables one to easily create HTML pages, or Web pages.
Hyperlink	HTML code that when clicked will redirect the surfer to another Web page. Most banners and text links are hyperlinked to an advertisers Web page.
IAB (Interactive Advertising Bureau)	The Interactive Advertising Bureau (IAB) was founded in 1996, and is considered one of the leading authorities on online advertising with an active trade association with over 300 member companies in the United States alone. IAB activities include evaluating and recommending standards and practices, fielding research to document the effectiveness of the online medium and educating the advertising industry about the use of online and digital advertising. http://www.iab.net

Image	An image is a file that contains visual information, such as a chart, graph, icon, or photograph. An image typically represents a graph, chart, photo, or icon (small graphic pictograph) that can be included on a Web page. Images are commonly represented in .jpeg format (good for photographs), and .gif and png format (good for charts, graphs, and icons).
Impressions (or Ad Impressions)	The number of times a banner or text ad was requested and presumably seen by users. Impressions can be counted differently by multiple systems monitoring the same ad campaign due to differences in the system parameters. They can be under counted due to issues relating to cache or over counted due to requests that were not completed.
IMU (Interactive Marketing Unit)	The standard ad unit sizes endorsed by the Internet Advertising Bureau (IAB). For more information visit www.iab.net .
Insertion Order	An online or printed document that specifies the terms and conditions surrounding an online advertising campaign.
Interactive Advertising	All forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, slotting fees, classified ads and interactive television commercials.
Internet Service Provider (ISP)	An ISP is a company that provides access to the Internet via one or more types of technology. These may include a phone line, cable, fiber optic, radio waves or satellite. There are several types of ISPs: traditional ISPs, which give you full access to the internet, and portals, like AOL, who give a more packaged presentation of the internet. Connection to an ISP is typically via telephone dial-up, telephone company DSL (Digital Subscriber Line) ISDN (Integrated Services Digital Network), cable modem, and wireless connectivity.
Interstitial	A type of advertisement that appears between two pages of content. A Web page that will pop-up between the page the viewer is looking at and the next page they are navigating to. Similar to a TV commercial on the Web. Also known as a transition ad, intermercial ad or splash page.
Inventory	The amount of available space for banners on a Web site that can be delivered in a given time period. Determined buy taking into consideration the number of advertisements on a page, the number of pages with advertisements and the number of page views during a specific time frame. Also known as the amount of gross impressions per month available.
IP Address	An Internet protocol address is the numeric address that is translated into a domain name (bloodhorse.com) by a domain name server (DNS). Each server connected to the Internet is assigned a unique IP address. Specifically it is a series of four sets of numbers separated by periods that defines the server where a Web site is hosted. An example is 66.45.254.244 (which is the Wikipedia Web site).
Java®	A programming language, created by Sun, designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates. Java allows programmers to create programs called applets to run within compatible Web browsers and develop server-side applications for online forums, stores, polls, processing HTML forms, and more.
JavaScript	JavaScript is a cross-platform, object-based scripting language developed by Netscape for client and server applications. It is commonly used on Web pages to add interactivity and dynamic content such as banner rotation.
JPEG	Joint Photographic Experts Group (JPEG), pronounced "jaypeg", is a graphics format which displays photographs and graphic images with millions of colors. Great for photos, but graphics in the GIF format are still the preferred standard for Web sites and banner ad design.
Keyword	A word or phrase entered into a search engine, shopping Web site or other Web site search tool to return matching and relevant results. Also used as a contextual advertising method by which keywords are targeted so an advertiser's banner will only show when specific keywords are entered.
Landing Page	The page on a Web site where one is taken after clicking on a advertisement. While this can be any page, it is often a page specifically chosen or designed to expand on the message, call to action, service or product mentioned in the initial advertisement. Also known as a click-through URL or destination URL.

Lead	Term used to describe a person or company that has expressed interest in an offer. Companies follow up on leads in hopes of converting them into customers.
Lead Generation (Lead-Gen)	A marketing term that refers to the creation or generation of prospective consumer interest or inquiry into a business' products or services. Leads can be generated for a variety of purposes - list building, newsletter list acquisition or for converting customers. A lead is a sign-up for an advertiser offer that includes contact information and in some cases, demographic information. There are two types of leads in the lead generation market: sales leads and marketing leads.
Life Time Value	Term used to describe the monetary value of a customer to a company over the customer's lifetime.
Link	A hypertext connection between two documents, image maps, graphics and the like.
Listserv	An e-mail distribution list. The list of e-mail recipients can be compiled from an existing database, by asking people to sign up, or both. When e-mail is addressed to a LISTSERV mailing list, it is automatically sent to everyone on that list. Also the brand name of an e-mail list management software developed by L-Soft International.
Max Loop Size	The maximum number of times an animated graphic may repeat its loop. Normally 3-5 times. See Animated GIF.
Max Time Length	The maximum number of seconds it takes for an animated graphic to complete one loop. Normally 10 to 20 seconds.
Meta Tags	Information placed in the HTML header of a Web page, providing information that is not visible to browsers. The most common meta tags relevant to search engines are keyword and description tags.
Mid-roll	Form of online video ad placement where the ad is played during a break in the middle of the content video. See Pre-roll and Post-roll.
MMA - Mobile Marketing Association	Industry trade organization dedicated to facilitating the growth, standards and guidelines of advertising on mobile platforms. Visit the MMA Web site for more information. www.mmaglobal.com
Mouseover	The process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a short period of time to initiate some actions. See Expandable Banners and Rich Media.
Multimedia	Multimedia is media and content that utilizes a combination of various types of media, including text, sound, animation, video and graphics. The term can be used as a noun (a medium with multiple content forms) or as an adjective describing a medium as having multiple content forms. The term is used in contrast to media which only utilize traditional forms of printed or hand-produced material. Multimedia includes a combination of text, audio, still images, animation, video, and interactivity content forms.
Netiquette	The do's and don'ts of online behavior. For example, typing in all CAPITALS is considered shouting and thus not good netiquette if what one is writing is not something they would normally shout.
On-demand	The ability to request a video, audio or other information to be sent to the screen immediately by clicking something on the screen referring to that choice.
Opt-In	Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to receive a newsletter or to market the company's products and services.
Opt-Out	A process where by a user requests to stop receiving information or e-mail, usually commercial, about a topic of interest.
Over Delivery	See Banner Burnout
Page View	The measurement of how often a Webpage is displayed to visitors. Each time a Webpage is displayed to a visitor is considered a one page view. Also known as a page impression.

Pay Per Click	See CPC.
Pay Per Impression	See CPM.
Pay Per Sale	See CPS, CPA, CPT.
PDF (Portable Document Format)	A digital format developed by Adobe used primarily for distributing digital text files. (e.g. white papers) Files with a .pdf extension can be viewed and printed consistently by anyone regardless of platform.
Pixel	Short for picture element (Pixel), a pixel is a measurement representing a single point in a graphic. The smallest element of a digital image. Online ad units are measured in pixels such as the common 468 pixel x 60 pixel sized banner.
Platform	The type of computer or operating system (OS) on which a software application is designed to operate. Two computer platforms include PC and Macintosh while two software platforms include Windows and Unix.
Plug-in	A computer software program installed and used as part of a Web browser. Once installed, plug-in applications are recognized by the browser and its function integrated into the main HTML file being presented. See Flash - example of a plug-in.
Podcast	A podcast is a broadcast of multimedia information (usually audio) over the internet. For example, music, lectures, and announcements are often podcast.
Pop-Under	A type of advertisement that is automatically displayed in a second smaller browser window behind the current window upon loading or unloading a normal Web page.
Pop-Up	A type of advertisement that is automatically displayed in a second smaller browser window on top of the current window upon loading or unloading a normal Web page.
Portal	A Web site that offers so many resources that a visitor has little reason to go to another site for more information. The resources may include news, a directory, games, data, e-mail, weather, maps, blogs, message board, chat, shopping, and more. The idea behind a portal is to attract and retain a large audience and offer the various sections of the portal to advertisers. Yahoo is an example of a portal.
Post-roll	Form of online video ad placement where the ad is played after the content video plays. See Pre-roll and Mid-roll.
PPC (Pay Per Click)	Pay per click (PPC) is a method by which ads show for free and the advertisers only pay for clicks on their ads. This is the common method of payment for search engine marketing through the purchase of keywords.
Pre-roll	Form of online video ad placement where the ad is played before the content video plays. See Mid-roll and Post-roll.
Privacy Policy	A Web site's written statement that explains what personal information is collected by the site and how that information will be used.
Proxy Server	A Web server between a Web site and a user's browser that is used to cache frequently accessed data from a Web site so that it may be accessed quicker. Commonly used by ISP's with slow connections or heavy loads.
Publisher	An individual or organization that prepares, issues and disseminates content for public distribution or sale via one or more media platforms.
Push	While e-mail is the quintessential "push" technology, the term refers to tools that send information to a user's browser rather than wait for the viewer to reach into the Web and "pull" the information.
Reach	The total number of people who will see a given ad.

Real Time	A term used to describe immediate results. For example, an advertiser may need real time statistics to know how their campaign is performing rather than statistics that are updated hourly or daily or weekly.
Registration	A process by which visitors to a Web site are either requested or required to register certain details about themselves in order to gain complete access to a feature, event, or the Web site itself. Depending on the level of the data requested, registration may enable Web sites to target advertisements to their registered users more effectively and track unique visitors.
Repeat Visitor	Unique visitor who has accessed a Web site more than once over a specific time period.
Request For Proposal (RFP)	A request for proposal (RFP) is a term that may be used by an advertiser who is requesting some type of advertising arrangement with a Web site.
Request For Quote (RFQ)	A request for quotation (RFQ) is a term that may be used by an advertiser who is requesting a price for placing advertisements on a publishers Web site.
Rich Media	A type of advertisement technology that often includes richer graphics, audio or video within the advertisement. Unlike static or animated GIF banner advertisements, rich media advertisements often enable users to interact with the banner by hovering the mouse over the ad (mouseover) and/or without leaving the page on which it appears. Some popular types of rich media banners are created with HTML, Shockwave and Flash.
Roadblock	Premium 100% share of voice advertisement placed on a Web page with exclusivity for a limited period of time, typically one day or one week.
ROC (Run of Channel/Category)	Run of Channel/Category (ROC) means a banner will appear anywhere within a specified channel or category on a Web site or ad network. More targeted than a Run of Site (ROS) campaign where the banner would appear randomly on any page of the site. Also known as Run of Section.
ROI (Return on Investment)	Return on Investment (ROI) is net profit divided by investment. This calculation is used to determine whether the monetary benefits from an expenditure, such as an advertising campaign, are above or below the amount of money spent on the campaign. Depending on the objective of an advertising campaign, the ROI may be hard to determine with great certainty.
RON (Run of Network)	Run of network (RON) means a banner will appear on any page of any site that is part of an ad network. Since this type of buy is not targeted, it tends to be the least expensive type of advertisement that can be purchased.
ROS (Run of Site)	Run of Site (ROS) is a type of online advertising placement whereby a banner will appear anywhere across an entire Web site (some exceptions may apply). As opposed to run of channel (ROC), whereby a banner would only appear within specified sub-sections of the Web site.
Rotation	A banner that is in "rotation" on a page or group of pages will not be the only banner shown when any of the pages are refreshed or reloaded. Sometimes an advertiser will request a banner not be shown in rotation in which case it would appear every time the page is loaded. This is know as exclusivity.
RSS	RSS (Really Simple Syndication) is a family of Web feed formats used to publish frequently updated works such as blog entries, news headlines, audio, and video, in a standardized format. An RSS document (which is called a "feed," "Web feed") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored Web sites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader," "feed reader," or "aggregator," which can be Web-based, desktop-based, or mobile-device-based. A standardized XML file format allows the information to be published once and viewed by many different programs. The user subscribes to a feed by entering the feed's URL, often referred to informally as a "URL" (uniform resource locator), into the reader, or by clicking an RSS icon in a browser that initiates the subscription process. The RSS reader checks the user's subscribed feeds regularly for new posts, stories, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.

Search Engine Marketing (SEM)	Search engine marketing (SEM) is the practice of promoting a Web site through search engines.
Search Engine Optimization (SEO)	When a Web site or Web page is cataloged by a search engine, it can be listed in search results when someone does a search engine query on terms that are contained in a Web site. Search Engine Optimization is the art and science of getting your Web pages highly ranked and listed near the top of search engine results.
Session	A series of page requests by a visitor without 30 consecutive minutes of inactivity. The number 30 is arbitrary but most commonly used among Web advertisers and publishers. Also called a visit.
Social Networking	Web sites that allow people to link to others to share opinions, insights, experiences, and perspectives, whether its music fans on MySpace, business contacts on LinkedIn, or classmates on Facebook. Many media sites have adopted social networking features such as blogs, message boards, podcasts and wikis to help build online communities around their content.
Spam	Unsolicited, unwanted and illegal e-mail advertising and bulk e-mail practices. The term is primarily reserved to describe unsolicited e-mail advertising but can also refer to the posting of inappropriate blog comments or forum postings. Spamming, in the context of computer games, refers to the rapid, repeated use of the same item or action. The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial e-mail, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask e-mailers to stop spamming them. For more information visit: http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm
Spider (robot)	A software program that automatically retrieves Web pages. The most common types of spiders are those used by search engines for the purpose of indexing Web pages. It is called a spider because it crawls over the Web. Often called "Web crawling." A spider can also be known as a robot.
Sponsorship	A form of advertising in which an advertiser pays to sponsor a Web site feature, content section of a Web site or other specified element of a Web site. It may take the form of the typical banner and/or text that mentions "sponsored by." Works best when the content of the sponsored Web page is directly related to but not competitive with the advertisers products or services.
Standards	A set of voluntary standards created by the Interactive Advertising Bureau (IAB) for online advertisement sizes, dimensions, names and other technical guidelines. Also see Ad Units. For more information visit www.iab.net .
Stickiness	Measurement of how long visitors stay on a Web site. The most "sticky" Web sites usually feature highly compelling content and popular interactive elements. Stickiness is usually gauged by the average duration of visits.
Streaming Video	Streaming video is a sequence of "moving images" that are sent in compressed form over the Internet and displayed by the viewer as they arrive. Streaming media is streaming video with sound. With streaming video or streaming media, a Web user does not have to wait to download a large file before seeing the video or hearing the sound. Instead, the media is sent in a continuous stream and is played as it arrives. The user needs a player, which is a special program that will uncompress and send video data to the display and audio data to speakers. A player can be either an integral part of a browser or downloaded from the software maker's Web site.
Targeted	Refers to advertisements that are aimed, on the basis of demographic analysis, at one specific subsection of the market.
Text Link Ad	A text ad which links to the advertiser's Web site. The link usually includes the name of the advertiser or a call to action. Also known as a sponsored link.
Text Links	Text that is hyperlinked to another Web page. Can be found on Web sites or in newsletters and e-mail. Often identified by appearing in blue with a line under it. When clicked on, the link takes the visitor to the page where additional information pertaining to the hyperlink is.

Third-Party Ad Server	Independent outsourced companies that specialize in managing, maintaining, serving, tracking and analyzing the results of online ad campaigns. Blood-Horse Publications can deliver third-party hosted ad campaigns. Some of the major third-party ad serving companies include Doubleclick, Eyeblander, Atlas, Point Roll, Bluestreak and Mediaplex Inc.
Traffic	General term used to describe the quantity and types of people who come to a Web site. Measured in many different ways.
Unique User	A unique individual or browser who either accesses a Web site or has been served unique content and/or ads such as banners, e-mail, newsletters, and pop-up ads. Unique users can be identified by user registration, user login, or by cookies. Reported unique users should filter out robots. See Spider.
Unique Visitor	A unique user who accesses a Web site within a specific time period. See Unique User.
Upload and Download	Uploading is sending a file up to a Web site on a server. Downloading is retrieving a file from a Web site. Common examples of downloads are music MP3s and video. When a Webmaster creates a Web site, it is uploaded to the server where the Web site resides.
URL	Uniform Resource Locator (URL) is the Internet "address" of a Web site or Web page on the world wide Web. For example our sites URL is http://www.bloodhorse.com . A browser requires this information in its location box in order to load a Web page.
Usability	Usability is the measure of a product's potential to accomplish the goals of the user. In information technology, the term is often used in relation to software applications and Web site design. Usability testing is a method by which users of a product are asked to perform certain tasks in an effort to measure the product's ease-of-use, task time, and the user's perception of the experience. Usability testing can be done formally, in a usability lab with video cameras, or informally, with paper mock-ups of an application or Web site. Changes are made to the application or site based on the findings of the usability tests. Whether the test is formal or informal, usability test participants are encouraged to think aloud and voice their every opinion. Usability testing is best used in conjunction with user-centric design, a method by which a product is designed according to the needs and specifications of users.
View	See Page View. Often used as a synonym for "impression."
Viral Marketing	Viral Marketing is the extremely powerful and unique ability of the Internet to build self-propagating brand awareness and visitor streams. A marketing technique aimed at generating "word of mouth" advertising about a company, product or service, usually on the internet or by e-mail, for humorous, political or marketing purposes.
Visit	A series of page requests by a visitor without 30 consecutive minutes of inactivity. The number 30 is arbitrary but most commonly used among Web advertisers and publishers. Also called a session.
Visit Duration	The length of time in a session. Calculation is typically the time stamp of the last activity in the session minus the time stamp of the first activity of the session. When there is only one piece of activity in a session (a single-page visit or single-event visit), no visit duration is typically reported.
Vlog	Video-based journals (or blogs) posted online.
Web Analytics	Statistical analysis of the traffic to a Web site and the behavior of a Web site's visitors, such as where they came from, what information they were looking for, how they navigate around the Web site, and whether they performed a desired action (e.g. purchase a product or register for an account). The results of such analysis is used to determine whether a Web site is achieving its business objectives.
Web Cast	An online event in which sound and/or video is broadcast online. The process can deliver live or prerecorded information. Often advertisements are inserted at the beginning of the broadcast. See Webinar.

Web Page	A document that can contain text, graphics, sound or video and displayed in a browser window accessible on the world wide Web. Multiple Web pages make up a "Web site."
Web Server	A computer connected to the Internet for the purpose of serving a Web sites to visitors on the world wide Web.
Web Site	A Web site consists of a collection of Web pages that are organized at the same domain name (Web site). A Web site can be viewed using a browser and the Web site's URL, which contains the Web site domain name or IP address.
Webinar	Short for Web-based Seminar. A Webinar is a seminar conducted on the Internet. Each participant sits at his/her own computer and is connected to other participants via the internet. This can be accomplished with a downloaded application on each of the attendees' computers or via a Web-based application where attendees simply enter a URL (Web site address) to enter/view the conference. A Webinar can be collaborative and include polling and question and answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones, preferably a speaker phone. Webinars can (depending upon the provider) provide hidden or anonymous participant functionality, enabling participants to be unaware of other participants in the same meeting.
Widget	A small application designed to reside on a PC desktop or within a Web-based portal or social network site which offers useful or entertaining functionality to the end user.
Wiki	A Web site or similar online resource which allows users to add and edit content collectively.
Zip Drive	A zip drive is a removable hard drive that can be added to a computer system for added storage capabilities. A zip drive writes data to a zip disc, which can be used similarly to a floppy disc, but with 100mb of storage space.
Zip File	Not to be confused with a zip drive or disc, zip file is a compressed file that contains data. When the file is unzipped using a program like WinZip, the files are uncompressed and readable in their original format. It is common to zip up a large file before attaching it and sending it in a e-mail. The zipped file is smaller and doesn't take as long to download. All zip files have a .zip file extension.

For more information, or to advertise, e-mail advertise@BloodHorse.com or call (800) 866-2361 or (859) 278-2361.