

Take time to familiarize yourself with common Web terms

Technology that is unfamiliar uses terms that are just as unfamiliar. Oklahoma Press Service assembled this glossary of terms that you might run into while working with your Website – and with the Oklahoma Press Service’s new Web advertising program.

AD ROTATION – The “swapping” of one ad for another within a particular space. For example, an ad for Apple computers might display one time you load the page and an ad for HP printers might display the next time. This is usually tracked and controlled by the ad server.

AD SERVER – A computer server specifically set up to deliver online ads to Websites. These ads might be text ads, banner ads, graphical pop-up ads, etc. Normally, ad servers will control through their system the frequency, rotation and run of these ads and log related statistics. If someone not affiliated with you or your agency owns the ad server, it might be referred to as a “third-party ad server.”

AD SPACE – Area on your Website available for ad placement.

ANIMATED GIF – A .gif image that contains information that allows it to display in a Web browser as different frames in a sequence.

BANNER AD – Also known as an interactive banner or simply a banner. This is a display advertisement placed in a Website. These ads are generally linked to the advertiser’s Website or to another point with more information about the product or service.

CAMPAIGN, AD CAMPAIGN, FAMILY – The length, impressions, clicks, etc., that a client has purchased for their ad. This is the allotted inventory that the advertiser has signed up for. The ad server tracks this and changes the display ad when a campaign has expired.

CLICK THROUGH – Also referred to as a click. It’s the process of clicking an ad through to the advertiser’s destination.

CLICK THROUGH RATE (CTR) – Measured by dividing the number of clicks by the number of impressions and is usually displayed in percentage. For example: if you have 10,000 impressions and 100 clicks, you would have a 1% CTR.

CONVERSION – The point at which the banner ad produces the result it was intended to. This could be an online sale, it could be a filled out form, a signed petition, etc. The “click though” is converted to a desired action.

CPM – Cost Per Thousand. (See Pay Per Impression)

CRAWLER, BOT, SPIDER – A program that automatically moves from link to link on the Web, indexing (cataloging) content as it goes. Search engines use these to find the resources they link to. If you pull up a piece of information on Google, a spider found it for you first.

FLASH – Adobe’s rich media format. Commonly used for movies, video and animated ads on the Web.

IAB – The Interactive Advertising Bureau is a group of media and technology companies. The IAB, at iab.net, offers education,

marketing strategies, news, and helps create standards for the interactive marketing industry.

FRAME RATE – The number of frames per second show in video or a Flash movie. Generally, the more frames per second, the smoother the movement of the video.

IMPRESSION – Each time a banner ad is displayed in a Web browser, it creates an impression, which is stored by the ad server’s tracking software.

INVENTORY – Number of available impressions on your Website for ad display. Can also be broken down into impressions available for a particular area or section of your Website.

INVOCATION CODE – In order to display an ad from an ad server, your Website needs to request it. An invocation code is a little piece of code written to do just that. It will be placed in your Website in the exact location you would like the ad to be displayed. When your visitor loads the page, the invocation code will request your ad from the server, and the server will respond by displaying it.

LEADERBOARD – A thin, wide display ad that measures 728 X 90 pixels. Standard IAB size and one of three sizes OKPress Web Advertising sells.

MEDIUM RECTANGLE – A display ad that measures 300 X 250 pixels. Standard IAB size and one of three OKPress Web Advertising sells.

NON-QUALIFYING PAGE IMPRESSIONS – Pages that failed to load properly or were loaded by automatic programs such as bots, crawlers and search indexers.

OFF-SITE MEASUREMENT – The practice of sending server statistics to an outside agency for analysis and reporting. Google Analytics is a good example of off-site measurement.

ON-SITE MEASUREMENT – Analysis and reporting of server statistics using software that you have in-house or on your server.

PAGE VIEWS – The point at which a user views a page. Measured by tracking software.

PAY PER IMPRESSION – Measured in CPM or Cost Per Mille (thousand) impressions. For example, if you charge \$10.00 per thousand impressions, and your site generates 10,000 impressions for that particular ad, your campaign would make \$100.00.

PAY PER LEAD – This model pays for every sales lead generated by the display of an ad. Most commonly, it pays upon user completion of an online form, perhaps with the user’s contact information.

PAY PER SALE – This model pays for every sale that is made based upon the display of an ad.

REMNANTS – Remnant ads are advertisements purchased in bulk from an agency, often millions of impressions at a time, for a reduced price. Remnant ads are rotated into ad space by the server for pennies per click and normally will not produce much revenue unless you run a high traffic Website.

SERVER / CLIENT – A server is a computer with software designed to answer requests for files made by another software program known as a “client”. In the case of Websites, your Web browser (Safari, Firefox, Opera, Internet Explorer, etc.) would be an example of a client. Your e-mail program would also be a client. Servers can talk to one another as well. In fact, the World Wide Web is nothing more than millions of servers connected and talking to one another over the Internet.

SKYSCRAPER – A common term for a tall, thin banner ad. Measured in pixels, OKPress Web Advertising sells the 160 X 600 IAB (Interactive Advertising Bureau) size.

TRAFFIC – Files accessed or visitors to your Website. This can be tracked through the use of special software that records the actions of the Website.

URL – Universal Resource Locator is simply a Web address. An example would be <http://www.okpress.com>.

UNIQUE VISITORS – The measurement of a user or browser that has been served content, ads or documents from the Website. A unique visitor is often identified by tracking software.

WEB BROWSER – Software program that requests, displays and caches files or documents downloaded from the World Wide Web. A Web page is a document that might be displayed in a Web browser, commonly called just a “browser.” Examples of common browsers include Safari, Firefox, Opera and Internet Explorer.

WEBSITE – A collection of Web pages meant to display as a unit through the use of links. Good Websites accomplish this through a consistent, easy-to-find “navigation” system made up of labeled links to pages.

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