



Digital Media Vocabulary

DIRECTIONS: Match each term to its definition.

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| _____ 1. | Ad banner | A | Collecting information about people's Web browsing behavior and tailoring which advertisements will be displayed to that individual. |
| _____ 2. | Ad impression | B | A software program that can request, download, cache and display documents available on the World Wide Web. |
| _____ 3. | Ad impression ratio | C | Click-throughs divided by ad impressions. |
| _____ 4. | Banner | D | Generic name for a Web site featuring regular posts arranged chronologically and inviting public comments from readers. |
| _____ 5. | Behavioral Targeting (BT) | E | A graphic message or other media used as an advertisement. |
| _____ 6. | Blog | F | Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics. |
| _____ 7. | Brand Awareness | G | A graphic advertising image displayed on a Web page. |
| _____ 8. | Browser | H | An ad which is served to a user's browser |