ANSWERS

Impression	The number of ads available for sale on a Web site.
Internet	An instance of something being seen on the Internet by a user.
Inventory	A global network of interconnected computers using standard communication protocols.
IP Address	Multi-page ads accessed via click-through from initial ad that allows an advertiser to display additional information without the user changing sites.
JPEG	The unique numerical address assigned to identify each computer on the Internet.
Keywords	A standard file format file format for graphics that uses compression.
Link	Terms a user enters into a search engine to find information.
Micro-sites	A clickable link that sends a user to an online destination

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