



Digital Media Vocabulary

DIRECTIONS: Write the term that goes with the definition.

1. A request made to a search engine for information _____

2. A computing technique that allows data to be rerouted from one location to another. _____

3. The number of unique users who have seen a piece of content on the Internet. _____

4. The location from which the user clicked to get to the current page. _____

5. Interactive advertisements in web page format. _____

6. Net profit divided by investment. _____

7. When an ad network schedule and positions ads across the sites it represents at its own discretion, depending on its inventory. _____