



Digital Media Vocabulary

DIRECTIONS: Match each word to its definition.

Expandable banner

Fold

E-mail advertising

Flash

Domain name

Display advertising

A form of online advertising where an advertiser's message is shown on a destination Web page, generally set off in a box at the top or bottom or to one side of the content of the page.

The unique name that identifies an Internet site.

Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications.

A banner ad that can expand to as large as 468 x 240 pixels after a user clicks on it or after a user moves his/her cursor over the banner.

Adobe's vector-based rich media file format, which is used to display interactive animations on a Web page.

The line below which a user has to scroll to see content not immediately visible when a Web page loads in a browser.
