



## ANSWERS

<u>Display advertising</u>	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.
<u>Domain name</u>	The unique name that identifies an Internet site.
<u>E-mail advertising</u>	Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications.
<u>Expandable banner</u>	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.
<u>Flash</u>	Adobe's vector-based rich media file format, which is used to display interactive animations on a Web page.
<u>Fold</u>	The line below which a user has to scroll to see content not immediately visible when a Web page loads in a browser.