



# Digital Media Vocabulary

**DIRECTIONS:** Choose the correct word to complete each sentence.

Frequency	HTML	Gigabyte	GIF
Geo Targeting	HTTP	Home page	Hyperlink

1. The number of times an ad is delivered to the same browser in a single session or time period is called \_\_\_\_\_.

2. \_\_\_\_\_ means displaying (or not) content based on where a user is geographically located.

3. \_\_\_\_\_ or Graphic Interchange Format is a standard Web graphic format that compresses, stores, and displays images.

4. One \_\_\_\_\_ is 1,000 megabytes.

5. The \_\_\_\_\_ is the first page of a website that a user sees when they click on the website link. It usually includes links to other pages within the site.

6. \_\_\_\_\_ or Hypertext Markup Language is a coding language in a plain text file that determine what information is retrieved and how it is shown to a user by a browser.

7. \_\_\_\_\_ or Hypertext Transfer Protocol is the most common format for transferring documents across the Internet.

8. A clickable link that sends a user to an online destination is called a \_\_\_\_\_.