

302 Redirect: the process of a server sending a browser the location of a requested ad, rather than sending the ad itself. Ad servers use 302 redirects to allow them to track activities such as ad requests or ad clicks.

A

Abandonment Pop up: A pop up that appears when a transaction is interrupted prior to completion, and which attempts to “rescue” the transaction with an offer for a product. See also “Exit Pop up” or “Rescue Pop up.”

Abort: when a Web server does not successfully transfer a unit of content or ad to a browser. This is usually caused by a user hitting the stop button, the ESC key, or clicking on another link prior to the completion of a download.

Activity audit: independent verification of measured activity for a specified time period. Some of the key metrics validated are ad impressions, page impressions, clicks, total visits and unique users. An activity audit results in a report verifying the metrics. Formerly known as a count audit.

Ad/advertisement: a commercial message targeted to an advertiser’s customer or prospect.

Ad audience: the number of unique users exposed to an ad within a specified time period.

Ad banner: a graphic image or other media object used as an advertisement. See iab.net for voluntary guidelines for banner ads.

Ad blocker: software on a user’s browser which prevents advertisements from being displayed.

Ad campaign audit: an activity audit for a specific ad campaign.

Ad centric measurement: audience measurement derived from a third-party ad server’s own server logs.

Ad click: a measurement of the user-initiated action of responding to (such as clicking on) an ad element causing a re-direct to another Web location or another frame or page within the advertisement. There are three types of ad clicks: 1) click-throughs; 2) in-unit clicks; and 3) mouseovers. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.

Ad click rate: ratio of ad clicks to ad impressions.

Ad display/Ad delivered: when an ad is successfully displayed on the user’s computer screen.

Ad download: when an ad is downloaded by a server to a user’s browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user.

Address: Typically refers to either a website or email address. A website address appears in the form of a Uniform Resource Locator (URL) and is prefixed with <http://> or <https://>.

Ad impression: 1) an ad which is served to a user’s browser. Ads can be requested by the user’s browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads; 2) a measurement of responses from an ad delivery system to an ad request from the user’s browser, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user’s browser -- therefore closest to the actual opportunity to see by the user. Two methods are used to deliver ad content to the user: a) server-initiated and b)

client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser to perform these activities.

For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See iab.net for ad campaign measurement guidelines.

Ad impression ratio: Click-throughs divided by ad impressions. See click rate.

Ad insertion: when an ad is inserted in a document and recorded by the ad server.

Ad materials: the creative artwork, copy, active URLs and active target sites which are due to the seller prior to the initiation of the ad campaign.

Ad network: an aggregator or broker of advertising inventory for many sites. Ad networks are the sales representatives for the Web sites within the network.

Ad recall: a measure of advertising effectiveness in which a sample of respondents are exposed to an ad and then at a later point in time are asked if they recall the ad. Ad recall can be on an aided or unaided basis. Aided ad recall is when the respondent is told the name of the brand or category being advertised.

Ad request: the request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate Internet resource, such as a Web content server.

Ad serving: the delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally performed either by a Web publisher, or by a third-party ad server. Ads can be embedded in the page or served separately.

Ad space: the location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page.

Ad stream: the series of ads displayed by the user during a single visit to a site (also impression stream).

Ad transfers: the successful display of an advertiser's Web site after the user clicked on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's Web site. If the user successfully displays the advertiser's Web site, an ad transfer is recorded.

Ad view: when the ad is actually seen by the user. Note this is not measurable today. The best approximation today is provided by ad displays.

Ad window: separate from the content window.

Advertiser: the company paying for the advertisement.

Advertising revenue: revenue realized from the sale of advertising. See interactive advertising revenue.

Affirmative consent: A consumer-initiated action confirming they've agreed to allow a particular company the use of their email name for marketing purposes. See "Opt in, opt out."

Affiliate marketing: an agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic.

Affinity marketing: selling products or services to customers on the basis of their established buying patterns. The offer can be communicated by e-mail promotions, online or offline advertising.

AIM: Acronym for the Association for Interactive Marketing, the e-commerce division of the DMA (Direct Marketing Association).

Ajax: Ajax (Asynchronous JavaScript and XML) is a method of building interactive applications for the Web that process user requests immediately. Ajax combines several programming tools including JavaScript, dynamic HTML (DHTML), Extensible Markup Language (XML), cascading style sheets (CSS), the Document Object Model (DOM), and the Microsoft object, XMLHttpRequest. Ajax allows content on Web pages to update immediately when a user performs an action, unlike an HTTP request, during which users must wait for a whole new page to load.

Alternate text: a word or phrase that is displayed when a user has image loading disabled in their browser or when a user abandons a page by hitting "stop" in their browser prior to the transfer of all images. Also appears as "balloon text" when a user lets their mouse rest over an image.

ALT tags: HTML tags / text labels used to describe an image that appears when the mouse is rolled over the image on a Web page. People who view pages in text-only mode will see ALT tags instead of images. Some search engines look for keywords in ALT tags.

Animated advertisement: an ad that changes over time. For example, an animated ad is an interactive Java applet or Shockwave or GIF89a file.

Animated GIF: an animation created by combining multiple GIF images in one file. The result is multiple images, displayed one after another, that give the appearance of movement.

Anonymizer: an intermediary which prevents Web sites from seeing a user's Internet Protocol (IP) address.

Apache: An open source web server developed by the Apache Software Foundation. Apache is the most popular web server on the internet.

Applet: a small, self-contained software application that is most often used by browsers to automatically display animation and/or to perform database queries requested by the user.

Applicable browser: any browser an ad will impact, regardless of whether it will play the ad.

Artifacting: distortion that is introduced into audio or video by the compression algorithm (codec). Compressed images may have stray pixels (often white dots) that were not present in the original image. See codec.

ASP: Has 2 meanings:

Application Service Provider: a company that offers organizations access over the Internet to applications and related services that would otherwise have to be located on site at the organization's premises.

Active Server Pages: This is the standard programming system for Internet applications hosted on Windows servers. It is bundled with Internet Information Server (IIS) when you buy Windows. The idea is that you write HTML pages with little embedded bits of Visual Basic, C# or other languages, that are interpreted by the server. Microsoft's technology to enables HTML pages to be dynamic and interactive by embedding scripts. Since the scripts in ASP pages (suffix .asp) are processed by the server, any browser can work with ASP pages regardless of its support for the scripting language used therein.

Aspect ratio: the width-to-height ratio of the picture frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV will be broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. IMUs have an aspect ratio of 6:5 (330x 250; 336 x 280; and 180 x 150).

Audit: third party validation of log activity and/or measurement process associated with Internet activity/advertising. Activity audits validate measurement counts. Process audits validate internal controls associated with measurement.

Auditor: a third party independent organization that performs audits. **B**

Bandwidth: refers to the speed of a user's connection. Users with slow connection methods such as dial-up modems are considered to have low bandwidth. Users with high speed connections such as DSL, cable modems and other high speed lines are considered to have high bandwidth.

Bandwidth competition: a bottleneck, however brief, when two or more files are simultaneously transmitted over a single line. Unless the system is able to prioritize among the files, the effect is to slow delivery of each.

Banner: a static or animated graphic that is displayed on a Web site, used primarily for advertising purposes. Banner advertisements often contain bright colors and animation to attract a user's attention. When a banner is clicked, the user is typically directed to a page containing more information about the product or service being advertised. Also see "IAB."

Beacon: a snippet of code placed in an ad, on a Web page, or in an email which helps measure whether the ad, page or email was delivered to the browser and to track actions in general. Also known as a clear GIF or pixel tag.

Best Test: A beta test is the second phase of software testing where a not-yet-final version of the software is made available to a limited number of users so that they can test the program and provide feedback.

Beta: a test version of a product, such as a Web site or software, prior to final release.

Beyond-the-banner: a term referring to any advertisement that is not a banner, e.g. an interstitial, streaming video ads, etc.

Bit: the smallest unit of data in a computer. A bit has a single binary value of either 0 or 1. There are eight bits in a byte.

Bit rate: a measure of bandwidth which tells you how fast data is traveling from one place to another on a computer network. Bit rate is usually expressed in kilobits (1000 bits) per second or Kbps.

Black list: an ISP-disapproved list of certain Bulk Mailers and e-mail marketers who have not met an ISP's delivery standards and whose messages will not reach their intended recipients' email boxes because they will be blocked by the ISP. ISPs often move bulk mailers to the black list in response to customer complaints about unwanted, unsolicited email; if the percentage of complaints for a certain mailer reach a certain level, the email will be blocked. Different ISPs set

different levels, some are more stringent than others.

Bonus impressions: additional ad impressions above the commitments outlined in the approved insertion order.

Bounce: Refers to undelivered email. There are 2 kinds of bounces:

Soft bounce: A message is not delivered due to a temporary problem on the receiving end, such as the intended recipient's email box being full, or temporary problems with their ISP.

Hard bounce: A message is not delivered do to a permanent problem on the receiving end, such as the individual's mailbox being closed, the email address itself being invalid, or the ISP being permanently out of service.

Bounceback: A Web page that is delivered to a user offering goods and services. A "bounceback offer" is often displayed within an order confirmation to try and get the consumer to buy more product while they're "hot."

Broadband: an Internet connection that delivers a relatively high bit rate: any bit rate at or above 100 Kbps. Cable modems, DSL and ISDN all offer broadband connections.

Broadcast: Can refer to the action of pushing out email, or can refer to the email itself.

Browser / Web browser: Software programming used for viewing Web pages; must be installed on every computer where pages are to be viewed. Popular browsers include Microsoft Internet Explorer and Netscape Navigator.

Browser sniffer: see sniffer.

Button: 1) clickable graphic that contains certain functionality, such as taking one someplace or executing a program; 2) buttons can also be ads. See iab.net for voluntary guidelines defining specifications of button ads.

C

Cache: memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Cache can be local (i.e. on a browser) or on a network. In the case of local cache, most computers have both memory (RAM), and disk (hard drive) cache. Today, Web browsers cause virtually all data viewed to be cached on a user's computer.

Cache busting: the process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users.

Cached ad impressions: the delivery of an advertisement to a browser from local cache or a proxy server's cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed.

Caching: the process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet.

Can-Spam: refers to the “Controlling the Assault of Non-Solicited Pornography and Marketing Act” put into effect by the U.S. Congress on January 1, 2004, and enforced by the Federal Trade Commission (FTC).

Channel: 1) a band of similar content; 2) a type of sales outlet (also known as channel of distribution), for example retail, catalogue, or e-commerce.

Click down: the action of clicking on an element within an ad and having another file displayed on the user’s screen, normally below or above the initial ad. Click down ads allow the user to stay on the same Web page and provide the advertiser a larger pallet to communicate their message.

Click rate: ratio of ad clicks to ad impressions.

Clicks: 1) metric which measures the reaction of a user to an Internet ad. There are three types of clicks: click-throughs; in-unit clicks; and mouseovers; 2) the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server; 3) the result of a measurable interaction with an advertisement or key word that links to the advertiser’s intended Web site or another page or frame within the Web site; 4) metric which measures the reaction of a user to hot-linked editorial content. See iab.net for ad campaign measurement guidelines. See also ad click, click-through, in-unit clicks and mouseover.

Click Stream: Used to refer to the path that a user takes through a site. This includes the pages that were viewed and the order in which they were viewed. Click streams can be built by analyzing a site’s log files.

Click-through: the action of following a hyperlink within an advertisement or editorial content to another Web site or another page or frame within the Web site. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.

Click-within: similar to click down or click. But more commonly, click-withins are ads that allow the user to “drill down” and click, while remaining in the advertisement, not leaving the site on which they are residing.

Client: a computer that submits an information request to a server on behalf of a user or proxy.

Client-initiated ad impression: one of the two methods used for ad counting. Ad content is delivered to the user via two methods: server-initiated and client-initiated. Client-initiated ad counting relies on the user’s browser for making requests, formatting and re-directing content. For organizations using a client-initiated ad counting method, counting should occur at the publisher’s ad server or third-party ad server, subsequent to the ad request, or later, in the process. See server-initiated ad impression.

Code: A system of notation used to inform html formatting for Web pages or email messaging. See “Encoding.”

Collocation: when an individual or business installs a server that they own at an ISP or hosting facility. Collocation is often a low cost alternative to running high speed lines to your facility.

Communication error: the failure of a Web browser/Web server to successfully request/transfer a document.

Confirmation or order confirmation: a Web page and/or email that is delivered to a consumer to confirm their purchase decision. It will include details about pricing and quantity of items ordered, shipping method, and delivery date, and may also include a bounceback offer for other goods and services.

Conversion or Click-to-conversion: a calculation to express the percentage of users who took the desired action after viewing an online advertisement (banner, text link or other Web promotional spot) from an internet Web site, or from an email promotion. Expressed as a percentage of clicks (clicks divided by orders). For example, when a product is advertised, the conversion rate would reflect the percentage of users who viewed, and then purchased the product.

Content integration: advertising woven into editorial content or placed in a contextual envelope. Also known as "Web advertorial".

Conversion or Click-to-conversion: calculation to express the percentage of users who took the desired action after viewing an online advertisement (banner, text link or other Web promotional spot) from an internet Web site, or from an email promotion. Expressed as a percentage of clicks (clicks divided by orders). For example, when a product is advertised, the conversion rate would reflect the percentage of users who viewed, and then purchased the product.

Cookie buster: software that blocks the placement of cookies on a user's browser.

Copy: printed text in an advertisement.

Count audit: see activity audit.

CPL (cost-per-lead): cost of advertising based on the number of database files (leads) received.

CPM pricing model: pricing model based on the cost of delivering ad impressions. See CPM and pay-per-impression.

CPA: acronym for cost per action, a method of charging for online advertising often used when an advertiser places a banner or text link on a site other than their own. Advertiser will pay a set fee for every gross order that is garnered in response to their banner(s) or text link(s).

CPC: acronym for cost per click, a method of charging for online advertising often used when an advertiser places a banner or text link on a site other than their own. Advertiser will pay a set fee every time a consumer clicks on their banner(s).

CPM: the cost per thousand advertisement impressions. CPM is the standard unit of measure in online advertising.

CPO (cost-per-order): cost of advertising based on the number of orders received. Also called cost-per-transaction.

CPS (cost-per-sale): the advertiser's cost to generate one sales transaction. If this is being used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser's site after the successful completion of an online sale.

CPT (cost-per-transaction): see CPO (cost-per-order).

CPTM (cost per targeted thousand impressions): implying that the audience one is trying to reach is defined by particular demographics or other specific characteristics, such as male golfers age 18-25. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

Crawler: a software program which visits virtually all pages of the Web to create indexes for search engines. They are more interested in text files than graphic files. See also spider, bot, and intelligent agent.

CRM: customer relationship marketing. Marketing specifically targeted to increasing brand loyalty.

CTR (click through rate) or click percent: a calculation to express the percentage of clicks resulting from a banner, text link or other Web promotional spot from an internet Web site, or from an email promotion. For Web promotions, expressed as a percentage of impressions (clicks divided by impressions); for email promotions, expressed as a percentage of messages sent (clicks divided by messages sent). See also "Click through."

D

Daughter window: an ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter.

Dedicated Server A server that is owned and hosted by an ISP or hosting facility, but dedicated to one customer's site(s). ISP's typically grant the customer greater access privileges on these servers as they are unable to access data belonging to other customers like in a shared environment.

Demographics: common characteristics used for population or audience segmentation, such as age, gender, household income, etc.

DHTML: acronym for Dynamic Hypertext Mark-up Language. DHTML is an HTML extension. It allows web designers to control elements on a web page with a combination of HTML and Javascript or other scripting. The scripting in turn allows web pages to react to the end users' input, such as displaying a web page based on the type of browser or computer end users are viewing a page with.

Dial up: connection to the Internet, or other remote computer or network, made by dialing up an access telephone number; to call another computer via modem.

Digital signatures: signatures for electronic documents. They establish identity and therefore can be used to establish legal responsibility and the complete authenticity of whatever they are affixed to—in effect, creating a tamper-proof seal.

Digital Video Server: a robust, dedicated computer at a central location that receives command requests from the television viewer through a video-on-demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer.

Display: successful download giving the user an opportunity to see.

DNS: acronym for Domain Name Server. A Domain Name Server translates human readable domain names, such as websiteadvice.net, to machine readable IP addresses such as 192.168.1.1.

Domain name: the unique name that identifies an Internet site. Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non-commercial), .gov (governmental), .mil (military); .biz (business), .info (informational), .name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc.

Doorway page: standard web pages that contain a high concentration of very specifically targeted

keywords. Doorway pages do not contain any real content; their main purpose is to rank highly in search results. Once users arrive at the doorway page, they are referred to the actual site being marketed. The use of doorway pages has decreased in recent years as search engines have learned to ignore them.

Double opt-in: action of a consumer reaffirming their privacy options; e.g., the consumer might opt-in to a permission by checking a box, then be asked to confirm this decision in a separate action. This is considered a good qualifier for permissions because the consumer has been asked to take multiple actions to choose then confirm their permission.

DPO (distinct point of origin): a unique address from which a browser connects to a Web site on the Internet.

Download: To transfer a file from another computer to your computer. Opposite of Upload.

Drill down: when an online user accesses more and more pages of the Web site, i.e., he or she goes deeper into the content of the site.

Dynamic ad placement:: the process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.

Dynamic IP address: an IP address that changes every time a user logs on to the Internet.

Dynamic rotation: delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site.

E

E-bill: refers to an invoice sent via email.

ECOA: acronym for email change-of-address. (Often used in database management operations for online business.)

e-commerce (Electronic Commerce): refers to conducting business on the Internet, including selling and purchasing products online via the world wide web.

E-mail or email: refers to communications sent via a system that allows people to send messages to each other by computer.

Email accounts: The number of physical email accounts you are allowed to create. Email forwards do not typically count against the number of physical accounts you are allowed to create.

E-mail alias: An alternative name for a more complex email address. A choice of alias can be anything from a corporate name, a business department or a personal nickname. For example 'John Doe' could be an alias for john@acme.com.

E-mail auto responders: A feature of the ISP's email server that allows you to provide automatic replies to messages sent to a specific account.

Email append: Also referred to as e-append. Email append is the process of merging a database of customer information where the email addresses are missing for the customers, with a service provider's database of email addresses in an attempt to match the email address with the

information in the initial database.

E-mail forwards: An email address that automatically forwards messages to another physical email address. The forwarding address can be any valid email address on the internet. These types of addresses provide forwarding capabilities only; there is not way to send or receive mail using these accounts.

E-mail campaign: advertising campaign distributed via e-mail.

Encoding: a way of translating document files that enables them to be served from other computer platforms.

Encoder: a hardware or software application used to compress audio and video signals for the purpose of streaming.

Encryption: the scrambling of digital information so that it is unreadable without the use of digital keys.

e-newsletter: a newsletter delivered electronically to a recipient's e-mail inbox.

e-premium: a premium delivered electronically. Often in pdf format, which the recipient can then print on their own computer printer. Can also be an EXE file (executable file – a program that does things on your computer).

e-renewal: refers to a renewal sent via e-mail.

Error message: a message from a computer program (e.g., SQL*Plus) informing you of a potential problem preventing program or command execution.

Ethernet: a method to network computers together in a local area network (LAN).

Eyeblaster: a rich-media ad developed via eyeblaster technology.

Expandable banners: a banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. See iab.net for the IAB IMU guidelines.

Eyeballs: reference to the number of people who view, or "lay their eyes on," a certain advertisement.

F

Failure to transfer: content requested by a browser can fail to transfer if the page is abandoned by the browser which requested it (see abandon) or if the server is unable to send the complete page, including the ads (known as an error or a communications error).

Family/Ad family: a collection of one or more ad creatives. Also called ad campaign.

Feed: transmission of information, as to a database.

Filtering: the process of removing robotic activity and error codes from measurement records to make the remaining records representative of valid human Internet actions.

Filtration guidelines: IAB voluntary guidelines for removing non-human activity in the reported measurement of ad impressions, page impressions, unique visitors and clicks. See iab.net for ad campaign measurement guidelines.

Firefox: The web browser developed by Mozilla Corporation that promotes itself as faster, more secure, and more customizable than Microsoft's internet explorer. Tabbed browsing in Firefox lets you load Web pages in separate tabs of a single browser window.

Firewall: a combination n hardware and software buffer that many companies or organizations have in place between their internal networks and the Internet. A firewall allows only specific kinds of messages from the Internet to flow in and out of the internal network. This protects the internal network from intruders or hackers who might try to use the Internet to break into those systems.

Flash: a method for designing low-bandwidth animations, presentations and Web sites. It is a browser plug-in developed by Macromedia for developing Rich Internet Applications. Flash applications can be as simple as an animated logo, or as complicated as a full browser based application. Flash uses a vector graphic format to keep files small.

Flash downloading: the ability to automatically send software upgrades to a set-top box network.

Flash site: a website where the entire interface is build using Flash instead of HTML markup. A drawback to Flash sites are that they cannot be viewed unless the user has installed the Flash plug-in.

Floating ads: an ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to "float" over the top of the page.

Fold: an ad or content that is viewable as soon as the Web page arrives. One does not have to scroll down (or sideways) to see it. Since screen resolution can affect what is immediately viewable, it is good to know whether the Web site's audience tends to set their resolution at 640 x 480 pixels or at 800 x 600 (or higher).

Frames: multiple, independent sections used to create a single Web page. Each frame is built as a separate HTML file but with one "master" file to control the placement of each section. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one page request with several panes as multiple page requests. IAB ad campaign measurement guidelines call for the counting of one file per frame set as a page impression.

Frame rate: the number of frames of video displayed during a given time. The higher the frame rate, the more high-quality the image will be.

Frequency: the number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency.

From address or From name: Indicates the sender of an email message. See also "Email alias."

Fully qualified domain: comprised of a hostname, domain name, and top-level domain. For example in www.weather.com, www is the host name, weather is the domain name and .com is the top-level domain name.

G

Gatekeeper: an entity on a LAN that provides address translation and control access to the LAN for terminals and gateways. The gatekeeper also can provide other services to the terminals and

gateways, such as bandwidth management and locating gateways. A gatekeeper maintains a registry of devices in the multimedia network. The devices register with the gatekeeper at startup and request admission to a call from the gatekeeper.

FTP: acronym for File Transfer Protocol, a way of transferring or exchanging files over the Internet from one computer to another.

Gigabyte: one gigabyte equals 1000 megabytes.

GIF: acronym for graphics interchange format; a type of bitmap image file format that is popularly used on the Internet. Files in this format will have the extension .gif at the end of the file name. Pronounced jiff or giff. GIF images are limited to 256 colors which makes them better suited for illustrations than photographs.

GIF89a/Animated GIF: an extension of the .gif format which creates animation through a sequence of images being stored in a single image. A delay is customizable between “frames” to render the appearance of animation, much like a flappable picturebook.

Gross exposures: the total number of times an ad is served, including duplicate downloads to the same person.

GUI (Graphical Interchange Format): a way of enabling users to interact with the computer using visual icons and a mouse rather than a command-like prompt/interpreter.

H

Heuristic: a way to measure a user's unique identity. This measure uses deduction or inference based on a rule or algorithm which is valid for that server. For example, the combination of IP address and user agent can be used to identify a user in some cases. If a server receives a new request from the same client within 30 minutes, it is inferred that a new request comes from the same user and the time since the last page request was spent viewing the last page. Also referred to as an inference.

History lists: a pull-down menu which displays the sites you've recently visited so you can return to the site instantly or view your latest session. The same mechanism makes it possible for servers to track where you were before visiting a particular site.

Hit: when analyzing web server log files, a hit is any request for a particular site. In addition to actual web page requests, hits include things such as images, scripts and style sheets.

Home page: the page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes you and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site.

Host: any computer on a network that is a repository for services available to other computers on the network, or a computer that provides client stations with access to files and printers as shared resources to a computer network. It is quite common to have one host machine provide several services. A host has an IP address associated with it.

Hotlists: pull-down or pop-up menus often displayed on browsers or search engines that contain new or popular sites.

Hot spot: see Hyperlink.

House ads: ads for a product or service from the same company. "Revenues" from house ads should not be included in reported revenues.

HTML: acronym for Hypertext Markup Language, code that tells a Web browser how to display an electronic page or message (for example, code that makes a word on an electronic page or message appear in bold face). HTML is a page formatting language that defines the appearance of Web pages. Html-coded pages or messages incorporate color, special font treatments and a variety of graphics that may be static or moving. The text or graphics within the page or message can be made "live" ("clickable") to link directly to a URL (Web page address). HTML standards are maintained by the World Wide Web Consortium (W3C).

HTML page: a HyperText Markup Language document stored in a directory on a Web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio, and other files.

HTTP: HyperText Transfer Protocol. HTTP is a standard for communication between a client and server. One use of HTTP is for browser to web server communication on the World Wide Web. HTTP standards are maintained by the World Wide Web Consortium (W3C).

HTTPS: HyperText Transfer Protocol Secure. The protocol used for secure, encrypted communication over the World Wide Web. HTTPS is typically used when sending credit card or other sensitive information via the internet.

Hybrid pricing: pricing model which is based on a combination of a CPM pricing model and a performance-based pricing model. See CPM pricing model and performance-based pricing model.

Hyperlink:: HTML programming which redirects the user to a new URL when the individual clicks on hypertext.

Hypertext: text or graphical elements on a page which activates a hyperlink when clicked.

I

IAB: acronym for Interactive Advertising Bureau; they attempt to set standard banner sizes for the industry and act as an information resource to online advertisers. In their own words: The IAB is the only association dedicated to helping online, Interactive broadcasting, email, wireless and Interactive television media companies increase their revenues.

IE: acronym for the Internet Explorer browser. Web developers and designers often use this acronym.

iFrame (inline frame): a floating frame inserted within a Web page which is not bound to the side of a browser window.

IIS: Internet Information Services (IIS) is a popular web server from Microsoft Corporation. IIS comes bundled with Microsoft server operating systems such as Windows NT Server and Windows 2000 Server.

Image map: a GIF or JPEG image with more than one linking hyperlink. Each hyperlink or hot spot can lead to a different destination page.

Impression: a measurement of responses from a Web server to a page request from the user browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as

possible to opportunity to see the page by the user.

IMU (Interactive Marketing Unit): the standard ad unit sizes endorsed by IAB. See iab.net for more information.

Inference: an assumption. See heuristic.

Insertion: actual placement of an ad in a document, as recorded by the ad server.

Insertion order: purchase order between a seller of interactive advertising and a buyer (usually an advertiser or its agency).

Intelligent agents: software tools which help the user find information of specific interest to him/her. The user's profile is continually refined and improved based on the user's acceptance or rejection of recommendations over time.

Interactive: describes behavior of the computer and program designed to respond to the user's request. Interaction between computer and user may take place through typed commands, voice commands, mouse clicks or other means of interfacing.

Interactive advertising: all forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, slotting fees, classified ads and interactive television commercials.

Interactive advertising revenues: revenues realized from the sale of interactive advertising.

Internal page impressions: Web site activity that is generated by individuals with IP addresses known to be affiliated with the Web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report.

Internet: a worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols.

Internet Explorer: web browser developed by Microsoft Corporation. Internet Explorer is currently the most popular web browser on the internet.

Impressions: number of times a Web banner, text link or promotional spot is displayed on a Web site.

Internet: A computer system that allows computer users to exchange information.

Internet Directory: A human-compiled directory of Internet links, which are divided into categories by subject. The most popular internet directories are Yahoo and The Open Directory.

Interstitial ads: ads that appear between two content pages. Also known as transition ads, intercommercial ads, splash pages and Flash pages.

Intranet: a network based on TCP/IP protocols that belongs to an organization, usually a corporation, and is accessible only by the organization's members, employees or others with authorization.

In-unit click: a measurement of a user-initiated action of responding to an ad element which generally causes an intra-site redirect or content change. In-unit clicks are usually tracked via a 302 redirect. Also known as click-downs, click-ups and click-withins. See ad click; 302 redirect.

Inventory: the number of ads available for sale on a Web site.

IP (Internet Protocol): a protocol telling the network how packets are addressed and routed.

ISP: acronym for Internet Service Provider, a company that provides access to the internet.

J

Java®: a programming language designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates. Small applications called Java applets can be downloaded from a server and executed by Java-compatible browsers like Microsoft Internet Explorer and Netscape Navigator.

Javascript: Like Java, this is a programming language designed by Sun Microsystems, in conjunction with Netscape, that can be integrated into standard HTML pages. While JavaScript is based on the Java syntax, it is a scripting language, and therefore cannot be used to create stand-alone programs. Instead, it is used mainly to create dynamic, interactive Web pages. For example, Web developers can use JavaScript to validate form input, create image rollovers, and to open pop-up windows.

Jobbing: primarily employed by spammers, the practice of sending email from someone else's account.

JPEG: acronym. Joint Photographic Experts Group, who developed this graphics format. JPG files are used on the Internet for photographs, or other images. Files in this format will have the extension .jpg or .jpeg at the end of the file name. Pronounced jay-peg. JPG is the preferred format for storing photographic images on the World Wide Web. File format that uses a compression technique to reduce the size (number of bytes) of graphic files.

Jump page ad: microsite which is reached via click-through from button or banner ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site.

K

Keyword: word or phrase that is commonly used to refer to a particular subject. When working with search engine optimization, marketers work to have their pages rank high for the words that visitors would use to refer to their products and services. For the search engine user, the keyword will help them locate the information they seek.

Keyword search revenues: fees advertisers pay to retrieve the hyperlink opportunity to the advertiser's site or to serve an ad related to the user's search.

L

LAN: acronym for Local Area Network, a local computer network for communication between computers; especially a network connecting computers and word processors and other electronic office equipment to create a communication system between offices.

Landing page / splash page: refers to the promotional or informational page people are sent to when they click on a banner, button, text link or other promotional response device on the Web.

Lag: the amount of time between making an online request or command and receiving a response. See latency.

Latency: 1) time it takes for a data packet to move across a network connection; 2) visible delay between request and display of content and ad. Latency sometimes leads to the user leaving the site prior to the opportunity to see. In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order.

Leaderboard Ad: Standard IAB ad size 728x90

Linux hosting: Linux hosting is when the ISP hosts your site(s) on servers running a variety of the open source linux operating system. Linux hosting is typically significantly less expensive than Windows hosting because the ISP is not required to pay licensing fees for each server.

Link:: an electronic connection between two Web sites. Also called "hot link" and hyperlink.

Listserv: a mailing list comprised of e-mail addresses.

Listserver: a program that automatically sends e-mail to a list of subscribers or listserv.

Live date: the date when an online promotion or Web site becomes active.

Load: usually used with up-load or down-load, it means to transfer files or software from one computer or server to another computer or server. In other words, it is the movement of information online.

Load time: the time it takes for a Web page to display on a user's browser. The file size of the page and the power of the end user's computer will both predicate the load time. The bigger the file, the longer it may take to load. The more powerful the end user's computer, the quicker it will take to load.

Load balancing: the management and control of the distribution of inbound IP traffic to multiple servers by shifting from a more heavily loaded resource to a less loaded resource. Load balancing with multiple servers enhances performance and minimizes the effects of a single server failure or a huge influx of incoming traffic.

Log: a file that keeps track of network connections.

Log files: web servers record the date, time and other important information for each request into text files called logs. These logs can be used by log analyzing software to provide detailed traffic statistics for your site.

Login: the identification or name used to access a computer, network or site.

M

Mailing list: an automatically distributed e-mail message on a particular topic going to certain individuals.

Makegoods: additional ad impressions which are negotiated in order to make up for the shortfall of ads delivered versus the commitments outlined in the approved insertion order.

M-commerce: a term referring to mobile commerce which is the ability to conduct monetary transactions via a mobile device, such as a WAP-enabled cell phone.

Media objects: files, other than HTML documents, which can be displayed or executed within HTML documents, or in a stand-alone fashion. Examples currently include GIFs, JPEGs, video,

audio, Flash objects (SWF), PDF, Java applets, and other objects which can be viewed through a browser or using a “plug-in” (see plug-in).

Megabyte: a million bytes.

Meta crawler / meta search engine: a program for locating pages on the internet. A meta search engine uses an programmatically compiled index as opposed to a manual compiled index. Some popular meta search engines are Google, Yahoo, Ask, and Microsoft.

Meta tag: an HTML tag that can be used to provide information about a page to a search engine; the tag is invisible to the user. Some common information placed into meta tags might be page description and relevant keywords.

Metcalfe's Law: the value of a network increases geometrically with the number of people who use it.

Micropayment: payment scheme used exclusively on the Internet, normally for very small denominations (as low as a fraction of a cent). Used with pass-through transaction processing to quickly perform payment transfers for high volume, low cost soft goods.

Microsite: separate “site within a site” that may stand on its own or link out from a primary site. Has its own site map and pages.

Modem: shorthand for modulator/de-modulator, a hardware device that allows a computer to transmit and receive information over telephone lines. A modem converts digital data from

computers into analog data that can be transmitted over the telephone lines. Traditional modems can carry data at speeds of up to 56Kbps.

Mozilla: an open source web browser developed by the Mozilla Foundation. Mozilla is the browser upon which Netscape Navigator is based.

.MP3: a computer file format that compresses audio files by a factor of 12 from a .wav file.

Modem speeds: the speed at which one connects to the Internet through his/her computer's modem. There are dial-up and cable modems. The dial-up modem speeds include 14.4, 28.8, 33.6, 56K and ISDN. Cable modem speeds range between 500 K and 2.5 Mbps. T1 and T3 are high-speed connections that do not require a modem.

Mouseover: the process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions.

MPEG: 1) the file format that is used to compress and transmit movies or video clips online; 2) standards set by the Motion Picture Exports Group for video media.

MRC (Media Rating Council): a non-profit trade association dedicated to assuring valid, reliable and effective syndicated audience research. The MRC performs audits of Internet measurements as well as traditional media measurements.

Multichannel customer/multichannel marketing: the avid buyer whose purchase behavior indicates they are likely to respond to any variety of promotional media such as catalog, 800#, Web site or retail outlet. Multichannel marketing refers to a promotional scheme aimed at contacting customers via a variety of promotional media to provide multiple exposure messages for goods and services.

Multi-part: when a recipient's browser capabilities are unknown, software is used to detect the user's browser capabilities, such as bandwidth, JavaScript, plugins and screen resolution. That in turn enables an email message to be delivered in the appropriate format, such as text or html. Because the format is unknown at the time of transmission, these messages go out as "multipart" messages. Once the recipient's email capabilities are known, the message can henceforth be sent as text or html. See also "Sniffer."

N

NAI (Network Advertising Initiative): a cooperative group of network advertisers which has developed a set of privacy principles in conjunction with the Federal Trade Commission. The NAI provides consumers with explanations of Internet advertising practices and how they affect both consumers and the Internet. See networkadvertising.org for more information.

Navigation: a system of hypertext paths that enable a user to move throughout a Web site or within a Web page. Navigational elements take you to the main sections of the site; you can also use links on each page to navigate. Some pages have a chain of links along the top of the page that show you where you are in the site's hierarchy. It helps to have consistent navigation on every page of your site so that visitors will find their way around your site easily in response to consistent visual cues.

Netiquette: a term that is used to describe the informal rules of conduct ("do's and don'ts") of online behavior.

Netscape Navigator: Netscape Navigator was once the most popular browser on the internet, but has lost position to Microsoft Internet Explorer in the past few years. Netscape is developed by Netscape Communications Corporation, a division of Time Warner.

Newsgroup: an electronic bulletin board devoted to talking about a specific topic and open to everybody. Only a handful of newsgroups permit the posting of advertising.

Nonregistered user: someone who visits a Web site and elects not to, or is not required to, provide certain information, and hence may be denied access to part(s) of the site.

Nonqualifying page impressions: page impressions which should be excluded from traffic or measurement reports, such as unsuccessful transfers of requested documents, successful transfers of requested documents to a robot or spider, and/or pages in a frame set. See frames.

O

Offsite backup: Offsite backup is when an ISP or hosting facility stores their backup media at a remote location. Offsite backup will help to protect your data in the event of a disaster, such as a fire, that destroys the hosting facility.

Off-site measurement:: when a site forwards its log files to an off-site Web research service for analysis.

Online: term that has come to mean "connected to the internet."

OPA (Online Publishers' Association): trade association representing a segment of online publishers. See online-publishers.org for more information.

Open rate: number of messages opened divided by the number of messages sent. Open rates are only counted for HTML (see definition) messages or those with PDF or other attachments that need to be opened to be read. The images that are to be used within an HTML message are stored on a server. Within an HTML email message, there is an embedded image reference that is invisible to the recipient. When the message is opened, the image reference calls the Web server to load the images. A script is executed on the server that records the activity, and this is how tracking software counts the number of opened messages. Some software packages identify the recipient and will only count the recipient's activity once; others will count every time the images are called from the server, even if the same recipient is opening the message more than once. There is no mechanism for counting the open rate for text messages because there are no images to recall.

Open Source Software: A computer software whose source code is available under a license (or arrangement such as the public domain) that permits users to use, change, and improve the software, and to redistribute it in modified or unmodified form.

Opera: web browser developed by Opera Software. The opera browser comes in two versions, a commercial version, which can be purchased and downloaded online, and advertising supported version which can be downloaded for free online.

Opt-out/opt-in: because of consumer privacy concerns and government regulations, responsible direct marketers give individuals the choice of having their names or email addresses removed or omitted from a list or database. This is particularly critical when a list is made available to other companies for outside solicitations. There are many variations of opt-outs and opt-ins. Essentially, an opt-out provides a box to be unchecked in order to be removed from or not placed on the list. The opt-in is a more stringent method, in which the customer or prospect must actually

give affirmative notice that he/she wants to receive third-party messages or future promotions/communications from the publisher itself (as by checking an unchecked box). Those promoting to or exchanging data with European countries must now abide by The European Union's Directive on Data Protection and/or the EU/US "Safe Harbor" agreement in order to avoid legal and logistical complications. See also "Double opt-in."

Organic search: refers to ALT and meta tagging done on a Web site to increase the likelihood of that site being found by spiders or crawlers that fuel search engine results.

OTS (opportunity to see): same as page display: when a page is successfully displayed on the user's computer screen.

P

P3P: acronym for Platform Privacy Preference, developed by the World Wide Web Consortium. P3P is emerging as an industry standard providing a simple, automated way for users to gain more control over the use of personal information on Web sites they visit. At its most basic level, P3P is a standardized set of multiple-choice questions, covering all the major aspects of a Web site's privacy policies. Taken together, they present a clear snapshot of how a site handles personal information about its users. P3P-enabled Web sites make this information available in a standard, machine-readable format. P3P enabled browsers can "read" this snapshot automatically and compare it to the consumer's own set of privacy preferences. P3P enhances user control by putting privacy policies where users can find them, in a form users can understand, and, most importantly, enables users to act on what they see.

Packet sniffer: a program used to monitor and record activity and to detect problems with Web transactions on a network.

Page: a document having a specific URL and comprised of a set of associated files. A page may

contain text, images, and other online elements. It may be static or dynamically generated. It may be made up of multiple frames or screens, but should contain a designated primary object which, when loaded, is counted as the entire page.

Page display: when a page is successfully displayed on the user's computer screen.

Page rank: technology used by Google to determine the quality of a page, and in turn, the position where it appears in Google search results.

Page views: The number of times a user requests a page; indicative of the number of times an ad was potentially seen, or "gross impressions."

Page impression: a measurement of responses from a Web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user. See iab.net for ad campaign measurement guidelines.

Page length: length of a page on a users' computer screen. Page length is affected by the size of the user's screen as well as their display settings.

Page request: the opportunity for an HTML document to appear on a browser window as a direct result of a user's interaction with a Web site.

Page view: when the page is actually seen by the user. Note: this is not measurable today; the best approximation today is provided by page displays.

Password: unique string of characters that a user types as an identification code to restrict access to computers and sensitive files. The system compares the code against a stored list of authorized passwords and users. If the code is legitimate, the system allows access at the security level approved for the owner of the password. See also "Username."

Pay-per-click: an advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message.

Pay-per-impression: an advertising pricing model in which advertisers pay based on how many users were served their ads. See CPM pricing model.

Pay-per-lead: an advertising pricing model in which advertisers pay for each "sales lead" generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form. See CPL.

Pay-per-sale: an advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad. See CPS.

PDF: acronym for portable document format; a way of storing computer files so that they can be easily read when they are moved from one computer to another. A translation format developed by Adobe used primarily for distributing files across a network, or on a Web site. Files with a .pdf extension have been created in another application and then translated into .pdf files so they can be viewed by anyone, regardless of platform.

Performance pricing model: an advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. See CPA, CPC, CPL, CPO, CPS, CPT.

Permission marketing: when an individual has given a company permission to market its products and services to the individual. See opt-in.

Persistent cookie: a cookie which remains on the user's hard drive until the user erases it.

Phishing: The act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The e-mail directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, that the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information.

PII (Personally Identifiable Information): refers to information such as an individual's name, mailing address, phone number or e-mail address.

PIT (Page Information Transfer): the successful transfer of the text of a Web page to a browser.

Pixel: picture element (single illuminated dot) on a computer monitor. The metric used to indicate the size of Internet ads.

Plain text: normal text or language, or any symbol or signal, that conveys information without any hidden or secret meaning. Plain text is textual data that contains no document-structure or format markup, images, or any tagging devices that are controlled by a higher-level protocol. See also "Rich Text" and "Text."

Platform: the type of computer or operating system on which a software application runs, e.g., PC, Macintosh, Unix or WebTV.

PLI (Privacy Leadership Initiative): a partnership of CEOs from 15 corporations and 9 business associations using research to create a climate of trust that will accelerate acceptance of the Internet and the emerging Information Economy, both online and offline, as a safe and secure marketplace. See understandingprivacy.org

Plug-in: add-on software that adds additional functionality to a web browser. Plug-ins are typically used to display specialized multimedia content such as video and 3d models. The most well known plug-in is the Macromedia Flash player.

PNG: Portable Network Graphic format. PNG was developed as a replacement for GIF as the standard World Wide Web graphics format.

Podcasting: A podcast is a digital media file, or a series of such files, that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers. The significance of "pod" refers to the Apple iPod, for which the first podcasting scripts were developed.

Point roll: an advertising banner format that expands as you roll over or click on the banner with your mouse.

Pop-under ad: ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized.

Pop-up ad: ad that appears in a separate window on top of content already on-screen. Similar to a daughter window, but without an associated banner.

Pop-up transitional: initiates play in a separate ad window during the transition between content

pages. Continues while content is simultaneously being rendered. Depending primarily on line-speed, play of a transitional ad may finish before or after content rendering is completed.

Portal: a Web site that offers services to entice Internet surfers to use the site as their main "point of entry" to the Web. Typically, a portal will provide a directory of links to sites, a search engine, and other services such as free e-mail, or filtering and blocking options for parents.

Pre-caching: storing advertising or content in a computer's RAM or hard disk memory before it is displayed on the user's screen, rather than at the time that it plays, to reduce delays in rendering. See cache, caching.

Privacy seal program: a program that certifies the Web site owner complies with the site's proposed policy. Examples include TRUSTe and BBBOnline.

Privacy policy: set of standards employed by a company regarding the use of their consumer's information, the methods by which they determine what usage is permissible, and the means by which the consumer can relay their preferences.

Profiling: the practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, but simply by analyzing the content, URL's, and other information about a user's browsing path/click-stream.

Process audit: third party validation of internal control processes associated with measurement. See audit.

Protocol: a uniform set of rules that enable two devices to connect and transmit data to one another. Protocols determine how data are transmitted between computing devices and over networks. They define issues such as error control and data compression methods. The protocol determines the following: type of error checking to be used, data compression method (if any), how the sending device will indicate that it has finished a message and how the receiving device will indicate that it has received the message. Internet protocols include TCP/IP (Transfer Control Protocol/Internet Protocol), HTTP (Hypertext Transfer Protocol), FTP (File Transfer Protocol), and SMTP (Simple Mail Transfer Protocol).

Proxy servers: intermediaries between end users and Web sites such as ISPs, commercial online services, and corporate networks. Proxy servers hold the most commonly and recently used content from the Web for users in order to provide quicker access and to increase server security.

Push/Launch/Blast Date: the date an email promotion is sent.

Push advertising: pro-active, partial screen, dynamic advertisement which comes in various formats.

Q

Query: a request for information, usually to a search engine.

R

Rate card: the list of prices and products and packages offered by a media company.

Re-direct:: when used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to

distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency. See ad serving, latency.

Reach: 1) unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience; 2) the total number of unique users who will be served a given ad.

RealAudio®: a software program that downloads and plays streaming audio files.

Real time: events that happen in real time are happening virtually at that particular moment. When one chats in a chat room, or sends an instant message, one is interacting in real time since it is immediate.

Re-direct:: when used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency. See ad serving, latency.

Referral link: the referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL. Also known as source of a visit.

Referral fees: fees paid by advertisers for delivering a qualified sales lead or purchase inquiry.
Registration page: Web page on an internet site that is used to collect data for an entry or sign up, such as for sweepstakes, newsletters, etc.

Repeat visitor: refers to a person who visits a given Web site multiple times. Generally accepted practice is to count visitors within a calendar month and identify them as new or having visited before. When a new month begins, the count begins anew. See also "Unique visitor."

Rescue pop up: a pop up that appears when a transaction is interrupted prior to completion, and which attempts to "rescue" the transaction with an offer for a product. See also "Abandonment Pop up" or "Exit Pop up."

Return visits: average number of times a user returns to a site over a specific time period.

Rich media: a method of communication that incorporates animation, sound, video, and/or interactivity. It can be used either singularly or in combination with the following technologies: streaming media, sound, Flash, and with programming languages such as Java, Javascript, and DHTML. It is deployed via standard Web and wireless applications including e-mail, Web design, banners, buttons, and interstitials.

Rich text: result of adding additional information to Plain Text. Examples of information that can be added: font data, visual appearance, e.g., color, formatting information, etc. See also "Plain Text" and "Text."

Robot: any browser program which follows hypertext links and accesses web pages but is not directly under human control. Examples are the search engine spiders, the "harvesting" programs which extract e-mail addresses and other data from web pages and various intelligent web searching programs. A database of web robots is maintained by Webcrawler.

ROI (return on investment): Net profit divided by investment.

RON (run-of-network): the scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM.

Root Access: the term for a very highly privileged administrative user in Unix environments. When an ISP grants you root access, it means you will have full control of the server. With full control, you will be able to install any software and access any file on that server.

Rotation: entire collection of ads that are displayed in a specific location on a specific web page. Sophisticated ad management software can dynamically define ad rotation based on user profiles, time of day and many other factors.

ROS: acronym for "run of site" in reference to advertising banners displayed on a Web site on all of its pages; i.e., advertising that is not targeted to a specific topic on a site. Run of site advertising is usually cheaper than targeted advertising because it can be used to fill unsold inventory. Run of site advertising is best used for products and services that appeal to the vast majority of users.

RSS: RSS (Really Simple Syndication) is an XML-based format for distributing Web content. Syndicated content can include data such as news feeds, headlines, weather, etc.

S

Safe harbor: There are 2 definitions:

Safe Harbor (European): Europe and the U.S. take very different approaches to privacy. In October 1998, Europe enacted the Directive on Data Protection. To bridge the different privacy approaches and provide a means for U.S. organizations to comply with the Directive, the U.S. Department of Commerce in consultation with the European Commission developed a "safe harbor" framework, which was approved by the EU.

Safe Harbor (COPPA): The Children's Online Privacy Protection Act (COPPA) includes a provision enabling industry groups or others to submit for FTC approval self-regulatory guidelines that implement the protections set by COPPA. The COPPA requires the FTC to act on a request for "safe harbor" treatment within 180 days of the filing of the request, following the criteria for approval of guidelines and the materials that must be submitted as part of a safe harbor application.

Sample: a subset of a universe whose properties are studied to gain information about that universe.

Sampling frame: the source from which the sample is drawn.

Scan: examination of an email by a software application, used to find references

Screen scraper / Scraping: software that allows a PC to intercept character-based data and present it in an easier to understand graphical user interface

Scripts: files that initiate routines like generating Web pages dynamically in response to user input.

Search engine: computer program that helps you find information on the Internet by seeking sites that contain keywords or phrases specified by the searcher. See also "organic search." A search engine crawls the internet, following links from page to page and site to site. The search engine stores page content in its index. The index is searchable by web users through a website. Popular

search engines are Google, Excite, Lycos and Hotbot.

Secure page: if transfer of information over the Internet is secure, it means that encryption software is used to protect the information and prevent it being read or tampered with. Order pages in which a customer inserts credit card information are an example of a page that a vendor would keep secure.

Sell-through rate: the percentage of ad inventory sold as opposed to traded or bartered.

SEM: acronym for search engine marketing, by which a marketer can invest in key words and phrases in order for their products and services to be displayed in response to prospective customers who search the Web using those same key words or phrases. See also "Search engine."

SEO: acronym for search engine optimization, the methodologies employed to maximize the effectiveness of search engine marketing. See also "Search engine."

Server: computer on a network which is dedicated to serve a specific purpose. A server typically serves one or more clients. On the internet, web servers display web pages, FTP servers send and receive files, and mail servers send and receive email.

Server-initiated ad impression: one of the two methods used for ad counting. Ad content is delivered to the user via two methods: server-initiated and client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. For organizations using a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server, or later in the process. See client-initiated ad impression.

Server log: computer file that records every action taken by every visitor to a Web site; analysis of the file can tell a marketer what parts of the site get the most traffic, how long visitors stay on a page, and what patterns are evident in visitors' interaction with the site.

Server pull: a process whereby a user's browser maintains an automated or customized connection or profile with a Web server. The browser usually sets up a unique request that is recorded and stored electronically for future reference. Examples are: requests for the automated delivery of e-mail newsletters, the request for Web content based on a specific search criteria determined by the user, or setting up a personalized Web page that customizes the information delivered to the user based on pre-determined self selections.

Server push: a process whereby a server maintains an open connection with a browser after the initial request for a page. Through this open connection the server continues to provide updated pages and content even though the visitor has made no further direct requests for such information.

Session: 1) a sequence of Internet activity made by one user at one site. If a user makes no request from a site during a 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit; 2) a series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase. See visit.

Session cookies: cookies that are loaded into a computer's RAM, and only work during that browser session. When the browser exits, these cookies are erased. They are "temporary cookies", and no cookie is written to a user's hard drive. See cookie.

Set-top box: an electronic device that sits on top of one's TV set and allows it to connect to the Internet, game systems, or cable systems.

Shared Hosting: shared hosting is when an ISP places multiple websites, belonging to multiple customers on the same physical server hardware. In many cases, there may be hundreds of sites hosted on the same server. The number of sites hosted, and the amount of traffic those sites receive could dramatically impact the performance of your site.

Shockwave: a browser plug-in developed by Macromedia which allows multimedia objects to appear on the Web (animation, audio and video).

Shop bot:: intelligent agent which searches for the best price.

Shopping cart: allows you to create and implement an online storefront. The cart keeps track of what visitors have ordered and allows them to add or remove items from a 'virtual shopping cart'. When a visitor checks out, the order information is transmitted and a receipt is sent to the shopper.

Site: refers to a group of pages which reside under a single domain name. For example, <http://www.cnn.com>.

Site-centric measurement: audience measurement derived from a Web site's own server logs.

Site launch: an event when a new or redesigned Web site is made live.

Site map: hierarchical diagram, or outline, of all the pages on a Web site. An overview of a web site that lists the pages in a web site providing text links to all of the pages. Usually, each listing is an active link, enabling a visitor to click on the link and move directly to a section from the site map.

Site statistics: aggregate statistics of your site's traffic which is created by analyzing log files. Site statistics are usually generated by log analysis software such as WebTrends or Webalizer.

Skins: customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skins are a type of marketing tool.

Skyscraper: a tall, thin online ad unit. The IAB guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x 600.

Slotting fee: a fee charged to advertisers by media companies to get premium positioning on their site, category exclusivity or some other special treatment. It is similar to slotting allowances charged by retailers.

Smart card: identical in size and feel to credit cards, smart cards store information on an integrated microprocessor chip located within the body of the card. These chips hold a variety of information, from stored (monetary)-value used for retail and vending machines, to secure information and applications for higher-end operations such as medical/healthcare records. The different types of cards being used today are contact, contactless and combination cards. Contact smart cards must be inserted into a smart card reader. These cards have a contact plate on the face which makes an electrical connector for reads and writes to and from the chip when inserted into the reader. Contactless smart cards have an antenna coil, as well as a chip embedded within the card. The internal antenna allows for communication and power with a receiving antenna at the transaction point to transfer information. Close proximity is required for such transactions, which can decrease transaction time while increasing convenience. A combination card functions as both a contact and contactless smart card. Specific to interactive television, the viewer can insert smart cards into the set-top box to trigger the box to decrypt contact programming.

Sniffer: There are multiple definitions:

Sniffer software can detect a user's browser capabilities, such as bandwidth, JavaScript, plugins

and screen resolution. A sniffer program can be used capture data across a computer network. Sniffer programs are used by hackers to capture user id names and passwords. A sniffer software tool can audit and identify network traffic packets. Is also used legitimately by network operations and maintenance personnel to troubleshoot network problems.

Social Networking: "Most social network services are primarily web based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on. The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust. Popular methods now combine many of these, with MySpace and Facebook being the mostly widely used in 2007.

Space: location on a page of a site in which an ad can be placed. Each space on a site is uniquely identified. There can be multiple spaces on a single page.

Spam: slang term describing unsolicited e-mail.

SPAM filter: SPAM refers to unsolicited "junk" e-mail sent to large numbers of people to promote products or services. SPAM Filters are programs that scan data for patterns -- like certain unacceptable words and phrases -- and blocks them from the intended recipient.

SPAM scores: SPAM software scans emails and provides a score based on the words and phrases contained in that email. Certain words and phrases -- like "click here" may be weighted as indicative of SPAM. This type of software also analyzes the ratio of text to image. Marketers may wish to change their message based on a high SPAM score in order to make the message more palatable to SPAM filters.

SPAM settings: using special software, consumers can set parameters in their own email boxes to attempt to avoid receiving SPAM. For instance, weight certain words as unacceptable to a greater or lesser degree, insert certain "From" email addresses as being acceptable or unacceptable to receive, etc.

SPAM software: software used to detect, filter or evaluate SPAM.

Spider: a program that automatically fetches Web pages. Spiders are used to feed pages to search engines. It is called a spider because it crawls over the Web. Because most Web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel. See robot.

Splash page: a preliminary page that precedes the user-requested page of a Web site that usually promotes a particular site feature or provides advertising. A splash page is timed to move on to the requested page after a short period of time or a click. Also known as an interstitial. Splash pages are not considered qualified page impressions under current industry guidelines, but they are considered qualified ad impressions.

Sponsor: 1) a sponsor is an advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the Web site itself; 2) an advertiser that has a special relationship with the Web site and supports a specific feature of a Web site, such as a writer's column or a collection of articles on a particular subject.

Sponsorship: an association with a Web site in some way that gives an advertiser some particular visibility and advantage above that of run-of-site advertising. When associated with specific content, sponsorship can provide a more targeted audience than run-of-site ad buys.

Spoofing: sending email that appears to be "From" a legitimate sender. Spammers employ this in an attempt to get their messages received and opened.

Spyware: technology that assists in gathering information about a person or organization without their knowledge. On the Internet, "spyware is programming that is put in someone's computer to secretly gather information about the user and relay it to advertisers or other interested parties." As such, spyware is cause for public concern about privacy on the Internet.

SSL: The Secure Sockets Layer. A standard for securing data for transportation between two computers. On the World Wide Web, SSL is implemented over the https protocol.

SSH: Secure Shell (SSH) is a secure telnet connection. When SSH is used, the username and password, as all data sent between the client computer and the server is encrypted.

Static ad placement/Static rotation: 1) ads that remain on a Web page for a specified period of time; 2) embedded ads.

Static IP Address: A physical IP address that references your site. When your site is assigned a static IP address you will be able to access it using either the IP address or domain name. Many ISPs now create virtual address where many domain names are mapped to a single static IP addresses. Virtual domains are fine in most cases, but may not work properly in very old browsers.

Stickiness: a measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit.

Streaming: 1) technology that permits continuous audio and video delivered to a computer from a remote Web site; 2) an Internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then "streams" small packets of information over the Internet to the user, who can access the content as it is received.

Streaming media player: a software program which decompresses audio and/or video files so the user can hear and/or see the video or audio file. Some examples are Real Player™, Windows Media and Quick Time Player.

Subject line: according to the CanSPAM act, the "Subject line" of an email must be relevant to the copy contained in an email missive.

Suppression File: file made up of names of people who have indicated that they do not want to receive direct marketing offers, or people whom a marketer has identified as undesirable prospects for a direct marketing effort. The Direct Marketing Association offers three suppression services for consumers: the Mail Preference Service, the Telephone Preference Service, and the Email Preference Service. Also, most individual marketers now offer customers the option of having their names excluded from list rentals and email promotions. (See "Opt Out" and "Opt In.")

Superstitial: SUPERSTITIAL(tm) format is a standard in online advertising created by Unicast: a non banner, interactive advertising solutions and services company for the Internet.

Surfing: exploring the World Wide Web. **T**

Tagging: placing hidden markers in text to indicate where to insert specific images or how to format a Web page. See also: ALT tags and meta tags.

Tape backup: the server will be backed up to a tape drive. Tape drives provide large capacity and are often used for server backup.

Target audience: the intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.) product purchase behavior, product usage or media usage.

Telnet: With a telnet account, you will be able to log in and control the server with a command line interface. The command line interface will require you to type in textual commands like in MSDOS. This provides a powerful option for managing your servers, but can have a steep learning curve for users accustomed to a graphical environment such as Windows. Telnet has some security issues, primarily because the username and password, as well as all communication is sent in plain text over the internet.

Terms & conditions: the details of the contract accompanying an insertion order. See iab.net for voluntary guidelines for standard terms & conditions for Internet advertising for media buys.

Text message: a non-html email message that consists only characters grouped into words; no images are contained in the message.

Textual ad impressions: the delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable "auto load images" in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text-only browser, only textual ads are delivered and recorded as textual ad impressions.

Third-party ad server: independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers' declared or predicted characteristics or preferences.

Throughput:: the amount of data transmitted through Internet connectors in response to a given request.

Token: tracer or tag which is attached by the receiving server to the address (URL) of a page requested by a user. A token lasts only through a continuous series of requests by a user, regardless of the length of the interval between requests. Tokens can be used to count unique users.

Top level fomains: last part of a fully qualified domain name. The traditional top level domains are: .com (Commercial bodies), .edu (Educational institutions), .gov (U.S. government), .mil (U.S. armed services), .net (Network operators) and .org (Other organizations). In 2001, seven new top level domains were added: .biz, .info, .name, .pro, .aero, .coop, and .museum. Additionally, over 240 countries have registered 2 letter top level domains such as .us, .uk and .jp.

Total ad impressions: the total of all graphical and textual ad impressions delivered, regardless of the source. See ad impression.

Total unique users: see unique user.

Total visits: total number of browsers accessing a Web site within a specific time period. Total visits should filter robotic activity, but can include visits from repeat visitors.

Total visitors: total number of browsers or individuals which have accessed a site within a specific time period.

Traffic: the number of visits and/or visitors who come to a Web site.

Transfer: the successful response to a page request; also when a browser receives a complete page of content from a Web server.

Transitional ad: an ad that is displayed between Web pages. In other words, the user sees an advertisement as he/she navigates between page 'a' and page 'b.' Also known as an interstitial.

Transitional pop up: an ad that pops up in a separate ad window between content pages.

Triggers: a command from the host server that notifies the viewer's set-top box that interactive content is available at this point. The viewer is notified about the available interactive content via

an icon or clickable text. Once clicked by using the remote control, the trigger disappears and more content or a new interface appears on the TV screen.

U

Unduplicated audience: the number of unique individuals exposed to a specified domain, page or ad in a specified time period.

Unique visitor: refers to a person who visits a given Web site one time. Unique users can be identified by user registration or cookies. Generally accepted practice is to count visitors within a calendar month and identify them as new or having visited before. When a new month begins, the count begins anew. See also "Unique visitor."

Universe: total population of audience being measured.

Unix hosting Unix hosting is when an ISP or hosting facility runs your site on some variety of a unix operating system. Unix hosting is typically more expensive than linux hosting because of licensing fees associated with the unix operating systems.

Unresolved IP addresses: IP addresses that do not identify their 1st or 2nd level domain. Unresolved IP addresses should be aggregated and reported as such. See also domain.

Unsecure page: If transfer of information over the Internet is not secure, it means that encryption software is not being used to protect the information and prevent it being read or tampered with.

Unsubscribes: refers to people who indicate that they do not wish to receive a notification via email.

Upload: to send data from a computer to a network. An example of uploading data is sending e-mail.

Upload: to transmit a file of data from your computer to another computer. The opposite of download.

URL: acronym for Uniform Resource Locator; a description of where a particular computer file can be found on the world wide web. Internet URLs usually begin with http://. A URL consists of a protocol, server address and page location. For example, in <http://www.websiteadvice.net/index.htm>, http is the protocol, www.websiteadvice.net is the address and index.htm is the page location.

URL tagging: the process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided.

User: an individual with access to the World Wide Web.

User agent string: a field in the server log file which identifies the specific browser software and computer operating system making the request.

User centric measurement:: Web audience measurement based on the behavior of a sample of Web users.

Username: name that identifies a user to a computer network; generally used in conjunction with a password to establish the user's right to access a host; also called account name or user ID. See also "Password."

User registration: information contributed by an individual which usually includes characteristics such as the person's age, gender, zip code and often much more. A site's registration system is usually based on an ID code or password to allow the site to determine the number of unique visitors and to track a visitor's behavior within that site.

V

Vector graphic format: vector files are much smaller than bitmap files for image types except photos (TIF is the best photo choice).

Viewer: person viewing content or ads on the Web. There is currently no way to measure viewers.

Viral marketing: 1) any advertising that propagates itself; 2) advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market.

Virus: software used to infect a computer; virus code is usually buried within other programming code. Once the program is executed the virus is activated and attaches copies of itself to other programs in the system. Most viruses can also replicate themselves and spread to other computers. Viruses can cause lost or damaged files, and can be transmitted by downloading programming from other sites or can be present on a diskette. The source of the file you're downloading or of a diskette you've received is often unaware of the virus.

Visit: measurement which has been filtered for robotic activity of one or more text and/or graphics downloads from a site without 30 consecutive minutes of inactivity and which can be reasonably attributed to a single browser for a single session. See iab.net for ad campaign measurement guidelines.

Visit duration: the length of time the visitor is exposed to a specific ad, Web page or Web site during a single session.

Visitor: individual or browser which accesses a Web site within a specific time period.

VRML (Virtual Reality Modeling Language): programming language designed to be a 3D analog to HTML.

W

W3C: The World Wide Web Consortium (W3C) maintains standards for the World Wide Web. Two popular standards maintained by the W3C are HTML and HTTP.

www: An acronym for World Wide Web, the system by which information is made available, anywhere in the world, to computer users who are connected to the Internet .

WASP (Wireless Applications Service Provider): an organization that provides content and applications for wireless devices.

Web 2.0: A phrase coined by O'Reilly Media in 2004, refers to a perceived second-generation of Web-based services—such as social networking sites, wikis, communication tools, and folksonomies—that emphasize online collaboration and sharing among users.

Web beacon: a line of code which is used by a Web site or third party ad server to track a user's activity, such as a registration or conversion. A Web beacon is often invisible because it is only 1 x 1 pixel in size with no color. Also known as Web bug, 1 by 1 GIF, invisible GIF and tracker GIF.

Web bug: Web-based software bug tracking and support management tools that enable program defect testing. See Web beacon.

Webcasting: real-time or pre-recorded delivery of a live event's audio, video, or animation over the Internet.

Web crawler: see "Robot."

Web page: specific page within a website. Web pages are build using HTML and accessed using a URL.

Web server: server with the specific purpose of returning web pages.

Web services: Web service is any piece of software that makes itself available over the Internet and uses a standardized XML messaging system.

Web site: group of web pages that fall under a specific fully qualified domain.

White list: an ISP-approved list of certain Bulk Mailers and e-mail marketers who have met an ISP's delivery standards and whose messages will reach their intended recipients' email boxes.

Widget: A generic term for the part of a GUI that allows the user to interface with the application and operating system. Widgets display information and invite the user to act in a number of ways. Typical widgets include buttons, dialog boxes, pop-up windows, pull-down menus, icons, scroll bars, resizable window edges, progress indicators, selection boxes, windows, tear-off menus, menu bars, toggle switches and forms.

Wiki: A wiki is a Web site that allows users to add and update content on the site using their own Web browser. This is made possible by Wiki software that runs on the Web server. Wikis end up being created mainly by a collaborative effort of the site visitors. A great example of a large wiki is the Wikipedia, a free encyclopedia in many languages that anyone can edit. The term "wiki" comes from the Hawaiian phrase, "wiki wiki," which means "super fast."

Windows hosting: windows hosting is when an ISP or hosting facility runs your site on a Microsoft Windows server. Windows hosting is typically more expensive than linux hosting because of licensing fees associated with Microsoft operating systems.

Wire frame: simplest type of data representation for 3-D characteristics of a Web page. Lays out elements of each page.

WiFi: shorthand for Wireless Fidelity, also known as Wireless Networking. Hardware is used to seamlessly transmit information in wave form that is reasonably fast and is often used for notebooks. This standard replaces the cables in an ethernet network via a local area network that uses high frequency radio signals to transmit and receive data over distances of a few hundred feet. WiFi uses ethernet protocol.

Y

www or World Wide Web: large network of web servers that use HTTP to display HTML formatted web pages. See also "W3C."

X

XML: acronym for eXtensible Markup Language, a text markup language used for interchange of structured data, designed especially for Web documents. It is a flexible way to create standard information formats and share both the format and the data on the World Wide Web. It allows designers to create their own customized tags, enabling the definition, transmission, validation, and interpretation of data between applications and between organizations. XML is a trademark of the World Wide Web Consortium.

Yield: the percentage of clicks vs. impressions on an ad within a specific page. Also called ad click rate.

Developed for the Consumer Marketing Internet Taskforce, team leader Claudia Allen, Online Marketing Manager, Men 's Health organized a comprehensive list of the most commonly used Internet terminology. Special thanks Claudia Allen, Online Marketing Manager, Men's Health, John Noonan, Sr. Online Producer, Men's Health and Sports Online Group and Elyse Thibault, Internet Marketing Manager, Consumer Marketing, Hearst Magazines. Some of the terms are reprinted from the Internet Advertising Bureau online glossary www.iab.net/resources/glossary, www.searchvb.com, www.techterms.com, www.webopedia.com