The San Antonio Market

The net combined San Antonio Express-News/mySA.com audience is more than 900,000+ adults or 45% of the San Antonio DMA. We also bring social media partnerships into the mix, with their base of highly engaged participants, as well as commercial printing and direct mail.

SOURCE: SCARBOROUGH 2017 R2, NIelsen 2017

A Top-40 market and one of the fastest growing metros:

- 31ST LARGEST U.S. DMA POPULATION
  2.7 MILLION

- 7TH LARGEST U.S. CITY POPULATION
  1.4 MILLION

- 9TH LARGEST U.S. DMA IN HISPANIC POPULATION
  1.5 MILLION

◆Partner with a multimedia powerhouse

Since its first edition in 1865, the San Antonio Express-News has built a reputation for solid journalism and community involvement. The newspaper today delivers a large, loyal readership with a desirable income and education demographic. And our Hearst Media Solutions multiple-media experts work to maximize your return on every marketing dollar spent in the paper, from full-run placement to specialized niche targeting within our diverse audience.

Our creative staff can deliver a customized branding campaign or maximize your visibility with nontraditional ad shapes and placements virtually anywhere in these products.

The Express-News ranks:

1. IN SUNDAY READERSHIP PENETRATION WITH 24% LOCAL MEDIA WEBSITE WITH MYSA.COM

AMONG 5 MAJOR TEXAS NEWSPAPERS

SOURCE: GOOGLE ANALYTICS, SCARBOROUGH 2017 R2, VS AUSTIN, DALLAS-FORT WORTH, EL PASO AND HOUSTON

◆We help you reach your customers

Hearst Media Solutions serves all of your digital advertising needs. We partner with social media and search engine giants to bring you state-of-the-art Search Engine Marketing and Search Engine Optimization. We offer targeted email and mobile marketing. And we can build eye-catching online banners, video clips and more for our clients.

Sometimes targeting shoppers by location – either based on where they live or where you do business – is the most practical way to build sales. Using our research data, you can zero in on customers in print via newspaper, direct mail or special-interest publications; via online banner ads, SEM, SEO or interactive social media pages; or via mobile or email messages. All these media enable geographic targeting by specific neighborhoods and zip codes. So wherever your customers are, we’ve got a way to find them and reach them!
Search engine optimization is used to move companies higher in search engines’ natural or organic listings. Rather than show online paid ads in response to a search, SEO is a more subtle approach that ranks the likelihood of your company’s appearance on the search results, based on your website’s actual content. Each search engine uses formulas to read a site’s keywords and other internal components and bases a website’s ranking within the search results on this formula. SEO is the #1 driver of traffic to content sites right now.

SEARCH ENGINE MARKETING (SEM) is a term that describes the different ways you can make your website even more visible in search engines. This increased visibility will result in more traffic to your website. It comes with a wealth of benefits that can help you convert traffic into sales, including lead generation, brand building and increased competitiveness.

HEARST MEDIA SOLUTIONS utilizes a highly intuitive software program that maximizes your allotted budget by responding to specific keywords. Plus, it learns how to position your company where it is most likely to have the greatest number of leads. The result is that you maintain a strong Web presence while controlling your costs. Partnering with a leader in specialized search technology allows you to drive responses where you want them – to your phone, email or website.

Our results-driven program also includes:

- **Click-through results** evenly spread out over a chosen period of time
- **Detailed tracking and reporting** to tie performance to your budget allocation
- **Access to our experts** for questions and campaign advice

HOW IMPORTANT IS SEM?

- **93%** of online experiences begin with a search engine
- **70%** of internet marketing service share is owned by Google
- **75%** of searchers never scroll down past the first page of search engines
- **15%** close rate for SEO leads

Search engine optimization is used to move companies higher in search engines’ natural or organic listings. Rather than show online paid ads in response to a search, SEO is a more subtle approach that ranks the likelihood of your company’s appearance on the search results, based on your website’s actual content. Each search engine uses formulas to read a site’s keywords and other internal components and bases a website’s ranking within the search results on this formula.

SEO is the #1 driver of traffic to content sites right now.

- **86%** of B2B marketers and 77% of B2C marketers use SEO
- **89%** of consumers visit a store within a day of their local search on a smartphone
- **50%** of B2B researchers start their research with a generic search
- **71%** of in-house marketers and 74% of U.S. agencies said they provided excellent or good return on investment

Top three most-effective SEO tactics (MarketingProfs)

- **72%** content creation
- **48%** keyword/phrase research
- **34%** frequent website updates

SOURCE: SEARCH ENGINE MARKETING FOR CHAMBERS OF COMMERCE AROUND SACRAMENTO SEPTEMBER 2016; SMART SEARCH OCTOBER 2016

86% of B2B Marketers and 77% of B2C Marketers Use SEO

Content creation ranks highest among SEO tactics, according to a survey of B2B and B2C marketers.

89% of Consumers Visit a Store Within a Day of Their Local Search

Nearly 90% of consumers visit a store within a day of conducting a local search on a smartphone.

50% of B2B Researchers Start Their Research With a Generic Search

Half of B2B researchers begin their research with a generic search, indicating a lack of specificity in their research strategy.

71% of In-House Marketers and 74% of U.S. Agencies Provided Excellent or Good Return on Investment

A significant majority of in-house marketers and U.S. agencies reported positive ROI for their SEO efforts.

72% Content Creation, 48% Keyword/Phrase Research, 34% Frequent Website Updates

These metrics highlight the effectiveness of various SEO tactics, with content creation being the most impactful.
Social Media

FACEBOOK’s vast audience has members open to directly connecting with your business. We can create a Facebook fan page for your business to attract them, and you’ll be able to interact directly with potential customers and gather a dynamic database of contact information from users who want to receive information and offers directly from you. Or, we can create targeted Facebook ads to reach potential customers. With Facebook advertising, you choose your daily budget and pay-per-click amount, and pay only when someone clicks on your ad. Or, you can pay per impression for a pre-set number of times your ad will be displayed.

YOUTUBE Utilize video marketing on YouTube to tell your story with video or extend your television campaign. Target your video(s) by keyword, location, audience, or interest/topic.

TWITTER Twitter is an online social networking service that enables users to send and read short 140-character messages called “tweets.” Advertisers can target users based on their history of tweets and may quote tweets in ads delivered to the user.

Social Media Management

Social media management helps your business by pushing content to fans and followers ensuring you stay top-of-mind and have a consistent content strategy. With the tremendous growth of the digital universe, social media is a great way to tap into the vastness of its marketing potential. Of all the social media currently available, Facebook is by far the most popular. Facebook’s vast audience has members open to directly connecting with your business. We manage your Facebook fan page and push content regularly, each month, to help your business attract potential customers. Gather a dynamic database of contact information from users who want to receive information and others directly from you.

Reputation Management

We help your business claim and monitor your listings and profiles across the Web to ensure you are informed and aware of what consumers are saying about your business. We provide a list of where your business listings are online, what may be missing, and if there are any possible errors that need to be corrected. Consumer reviews are sent to you with recommendations on how to respond to both good and bad publicity to improve customer service.

A share-of-voice graph shows your online prominence compared to your competition to understand how to better improve your reputation.

Our permission-based email marketing is an efficient, cost-effective way to market your business to a welcoming, engaged audience. It is an additional point of entry to your brand awareness, and can be used to direct them deeper into your website or to send them special offers, coupons and promotions. You can target emails based on demographic, psychographic or geographic criteria. And since Hearst Media Solutions is approved for mass email servers, your message won’t be diverted as spam.

- **SQUIB WEEKEND HOUSE HUNTERS**
  mySA Weekend House Hunters newsletter reaches more than 170,000 real estate intenders and home shoppers each week in San Antonio, delivering useful content from open houses and featured properties to neighborhood news and helpful articles.

- **SQUIB CAR SHOPPER**
  mySA Weekend Car Shopper’s Guide reaches more than 450,000 auto intenders and shoppers every weekend, delivering reviews on new makes and models, sales events, plus automotive listings and inventory from San Antonio’s premier dealerships covering new, used, and certified pre-owned vehicles.

- **SQUIB MILITARY MATTERS**
  The mySA Military Matters monthly email newsletter features military-related news and trending topics from mySA.com, helpful links to articles and listings for local things to do and places to eat and drink, as well as help finding a home or shopping for a vehicle in San Antonio. The newsletter also includes links to the three San Antonio military publications and goes out to more than 85,000 subscribers.

- **SQUIB LUXURY LIVING**
  mySA Luxury Living Monthly newsletter reaches 195,000 San Antonians with a household income of more than $150,000 who have a taste for the finer things in life. It features articles on topics such as travel, fashion, fine arts, entertainment, dining, drinks, automobiles, real estate, home decor, and more.

- **SQUIB SPURS NATION**
  mySA Spurs Nation newsletter is delivered weekly to 120,000 fans who can’t get enough of their five-time NBA champion San Antonio Spurs, featuring the latest news, stats, analysis, slideshows and behind-the-scenes coverage.

- **SQUIB COMMUNITY MATTERS**
  Weekly email newsletters focused on Northwest, Northeast and South San Antonio highlight news and features relevant to each of these communities. mySA’s Northwest Light Online reaches 69,000 readers. mySA’s Northeast Herald Online reaches 95,740 readers. mySA’s Southside Reporter Online reaches 117,000 readers. mySA’s The Corridor Monthly (I-10 corridor) reaches 25,000 readers. mySA’s Stone Oak Monthly reaches 25,000 readers. mySA’s Heights Monthly reaches 25,000 readers.

A FULL-SERVICE PRODUCT:
- SOPHISTICATED DATABASE MANAGEMENT
- LESS THAN 3% BOUNCE RATE
- OPT-IN DATABASE, CONTINUALLY UPDATED
- COST-EFFICIENT, TIME-EFFICIENT ADVERTISING DELIVERY
HEARST MEDIA SOLUTIONS takes the time and expense out of building and managing mobile sites. We will turn your website into an easy-to-read mobile site that connects you with busy mobile professionals who conduct their search for a product or service online. We can make your company's website accessible to anyone, anytime, anywhere, by optimizing it for viewing and navigating on a mobile device. With 148 million smartphones in use in the USA, you can't afford not to be easily accessible to mobile users.

Get your company on the move:
• MAKING your company website optimized for viewing and navigating on a mobile device
• DEVELOPING a mobile-customized section for your company
• CREATING a consistent user experience across all devices

Text Messaging

Texting is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day.

• Text messages have a 98% open rate and a 45% response rate (Mobile Marketing Watch, Velocify).
• 90% of text messages are read in less than 3 minutes (Connect Mogul).
• On average, Americans exchange twice as many text messages as they do phone calls (Nielsen).

mySA Mobile

San Antonio’s preferred local website with STRONG local reach!
Over 70% of Americans are smartphone owners. Connect with this audience on the mySA mobile site featuring breaking news, current events and much more with an average of over 22 million page views per month.

• The number of mobile-only Internet users now exceeds desktop-only users in the U.S. as of March 2015 (comScore).
• 35% of U.S. smartphone users check their phones more than 50 times each day (AdWeek).
• People now spend more time using apps than watching TV (Mashable).
• 1 in 3 smartphone searches were made right before a store visit (Google).
• 35% of customers say they won’t recommend a business with a poorly designed mobile site and 40% have turned to a competitor’s site after a bad experience (Google).

Source: ABA MARKETING & SALES, WHY A MOBILE-FRIENDLY WEBSITE IS CRITICAL, 2015

Optima Features are designed just for you:
• Capabilities of dynamic advertising: ▶ Weather customization ▶ Geo-targeting ▶ Timing customization ▶ Capabilities of dynamic advertising
• 24/7 performance dashboards available
• Multiple tactics with one budget
• Contextual targeting

Frecuence

Frecuence builds and delivers comprehensive location-based digital advertising campaigns for brands and agencies. The more filters, creative and unique audience segments required, the better it performs. This programmatic ad buying platform leverages the power of location based audience targeting and multi-segment campaigns at scale. It approaches all advertising as local advertising and this technology supports campaigns that require the most expansive audience reach within the most focused target locations.

Native Advertising

Native advertising is designed for businesses that produce content in the form of press releases, blogs, social media and regular announcements for their business or industry.

Native advertising automates the placement of branded content as sponsored or promoted articles or posts within the feed of mySA.com and other related sites across Hearst Content Network.

Native advertising gives you the same control and flexibility of display advertising with flights by day, time and location, geo-targeting and device/carrier selection to ensure your content is being shared with the ideal audience.

Native advertising content receives 5-20 times greater response rate when compared to traditional desktop or mobile display advertising because articles are placed in high-traffic content sections, driving higher engagement and visibility.

StoryStudio

EMPOWERING BRANDS TELL THEIR STORIES AND EDUCATE THEIR MARKETS.
• Different ways to tell a story:
  • StoryStudio creates custom content based on client’s goals and messaging.
  • Brands use their own assets to create stories.
  • Combine brand assets and StoryStudio custom-created assets.
• Interactive story enhancers:
  • Tools that use strategic insights to connect with consumers.
• Turn-key content marketing
  • Used to create, distribute, promote, provide analytics, and optimize.
THE LIGHT
The San Antonio Light has been reborn and is giving advertisers the opportunity to reach 150,000 non-subscriber households.

The Light offers more news, its own commentary page, features and sports, along with Classifieds and our Drive sections. It is packed with ads, inserts and coupons. The Light is distributed Saturday mornings to non-subscribing households in key ZIP codes.

CONEXIÓN/CONEXIONSA.COM
Conexión targets Hispanic and bicultural households in San Antonio and South Texas, delivering news, sports and entertainment stories in a weekly bicultural publication and at ConexionSA.com.

COMMUNITY NEWSPAPERS
Connecting people to their communities is why readers turn to their community newspapers. We chronicle the lives of local people and report on issues at the grassroots level. We are often the first and only source that community members turn to for news and events in their own backyard.

Our Community Newspapers have a loyal following. We offer our advertising partners strong readership, a local market coverage and the ability to geographically target audiences. We know the importance of community involvement. We understand the culture, politics, business and advertising needs of our local communities.

COLLEGE GUIDE
FEBRUARY & OCTOBER
Before students enroll in undergraduate and graduate-level classes, San Antonio’s college-bound students and parents will look to the Express-News College Guide when planning for this next phase of their future. The College Guide is divided into informative sections, such as Preparing for College, Finance, Campus Life and Choosing a School.

TOP 100 DINING & DRINKS
MARCH
This delectable magazine booklet features the top restaurants, bakeries, wineries, coffee shops and bars in San Antonio and the Hill Country as selected by our Express-News award-winning Taste staff. Visitors and residents alike will find this keepsake guide a valuable resource that will satisfy all appetites – and one they’ll refer to year-round. The event features tastings from our top area establishments, live music, drawings for exciting prizes and an opportunity to meet the San Antonio Express-News Taste editors.

FIESTA PREVIEW & GUIDE
APRIL
San Antonio’s biggest party of the year will take place April 20-30, 2017. More than 3.5 million people attend the more than 100 citywide events! This annual guide to Fiesta, located both in the Express-News Sunday home-delivery editions on April 10 and online at mySA.com/Fiesta throughout the festivities, is the must-have planner that will be more in demand than ever as festival-goers rely on it to help them navigate all the events.

SUMMER FUN GUIDE
APRIL
If you have a fun activity, program, product or service to offer this summer, you don’t want to miss this opportunity to let everyone know about your business. Run your ad in the Summer Fun Guide and help locals, tourists and travelers include your business in their summer plans!
TEXAS TRAVELER
JULY
Rich in culture and natural beauty, Texas offers many exciting and adventurous journeys to explore. From relaxing on our many rivers to hiking adventures, unique dining and shopping, wine tasting and family-friendly festivals, parades and celebrations. There’s never been a better reason to NOT leave Texas!

READER’S CHOICE
JULY
San Antonio is casting their vote in the 19th Annual Express-News Readers’ Choice Awards for their favorites in such categories as restaurants, banks/credit unions, barbecue restaurants, hospitals, jewelry stores and Spurs players, to name a few. This results section not only highlights our readers’ choices, but will also include our critics’ choices.

PROFESSIONAL & COLLEGE FOOTBALL PREVIEW
AUGUST
Team up for a Texas-sized NFL and NCAA football preview jam packed with player, team and coach analysis, plus full season schedules. Our expert columnists and hometown favorite sports reporters deliver deep insight with team projections, exclusive interviews and high-def photography.

In magazine and digital formats, the 2016 Football Preview is a must-read for the football super fan. Be there in the beginning, engaging consumers with your brand as the excitement culminates into an unforgettable football season.

EXPLORE: AN INSIDER’S GUIDE TO LIVING IN SAN ANTONIO
JUNE
This annual magazine covers all the essentials one needs to know to make the most of living in the Alamo City. Where to eat, drink, shop, play, enjoy the outdoors, hit the local parks and hike and bike trails, plus information on attractions, festivals, events, museums, concerts, universities, schools, continuing education, hospitals, nature centers, dog parks, neighborhoods, biggest employers and lots more. And if you need ideas for a fun weekend getaway, we have plenty of those too.

SPURS NATION SEASON PREVIEW
OCTOBER
Get ready for the Silver and Black to attack the upcoming 2017-2018 season! Spurs Nation Preview Special Section will offer in-depth analysis with player profiles, sports editorial and the season schedule. Get your game on by teaming up with San Antonio’s most talked about team!

TOP WORKPLACES
OCTOBER
Top Workplaces is a special publication that seeks to honor and recognize some of the best companies to work for in San Antonio. The Top Workplaces list is determined by a third-party surveyor, Workplace Dynamics. The list ranks companies – based on surveys of each company’s employees – in areas such as opportunities for advancement, the value of their pay, and other factors. The luncheon serves as an awards ceremony and reception for the executives and business leaders whose companies were selected as Top Workplaces. The luncheon features speakers, a banquet, and the presentation of awards to select companies.

SAN ANTONIO AUTO & TRUCK SHOW PREVIEW
DATE TBD
This one-of-a-kind preview section includes information about the annual San Antonio Auto & Truck Show and showcases new and redesigned 2018 models. This year’s San Antonio Auto & Truck Show will be held at the Henry B. Gonzalez Convention Center, where attendees will have a chance to see the newest and hottest cars and trucks. Show dates to come.

SAN ANTONIO GIVES
NOVEMBER
San Antonio Gives celebrates the corporations, charities and individuals that make a local impact in the spirit of giving. It highlights the tradition of philanthropy in San Antonio, from top fundraising campaigns and local nonprofit foundations to San Antonio’s top corporate donors and their causes.

SHOP LOCAL
NOVEMBER
San Antonio Express-News is pleased to announce its participation in this year’s Small Business Saturday. The Saturday after Thanksgiving is a day dedicated to supporting local small businesses and strengthening and celebrating communities across the country. Make sure our busy San Antonio shoppers don’t pass you by as they check off their lists!
DIRECT MAIL SOLUTIONS
Express Direct is your one-stop for all your Precision Marketing Needs – providing businesses and nonprofits a way to communicate straight to the customer with various advertising techniques:
- Full-service printing
- Creative/specialized products
- Variable data printing/one-to-one marketing
- Data procurement
- Data processing and mailing fulfillment

PRINT & DELIVER INSERT PROGRAM
Advertising in our Insert Program gets your message in the mix with major and national businesses, such as H-E-B, Target, Walmart and Academy, to name a few. Our insert program offers strong readership value. You can target specific geographic areas with the greatest potential to draw business to your establishment and make this a cost-efficient buy. The inserts are packaged in the publication of your choice: The San Antonio Express-News, Community Papers, Conexión or The San Antonio Light.

RED PLUM
The Total Market Cover (TMC) program is a powerful advertising opportunity that combines traditional newspaper insert advertising and mailed inserts. It can help your business geographically target and saturate the market with your advertising message. The TMC program lets you select specific ZIP codes that include consumers who have the greatest potential to shop or dine at your establishment or buy services from you business.

Hearst Recruitment Solutions recognizes that every company’s needs, and the recruiting tools to meet these needs changes by company, industry and geographic location. That said, our goal remains the same. Our numerous services offered fall within one of three buckets:

REACHING ACTIVE JOB SEEKERS. At any given time, personnel within your industry are actively seeking new employment. We provide the right job board, database, email, etc., solutions to help best position your openings to attract these active job seekers. And we do this with the most competitive rates.

THE 95 PERCENTERS. This is where Hearst Recruitment Solutions thrives with high ROI solutions that no other media or recruiting resource companies can provide. The 95 percenters speak to the vast majority of the labor market that isn’t actively seeking new employment but, if presented with the right opportunity, would make the jump. In a tight labor market, this is where the best candidates are, and a few of our solutions are morphing this industry in the same way job boards did 16 years ago.

CONVERSION SOLUTIONS. Ninety percent of the traffic a career site receives does not result in a completed application. This is a large area of opportunity for many companies. As such, we’ve employed digital reengagement solutions with data capture capabilities and off-site engagement solutions. The result of employing such solutions is that they increase the ROI of the advertising and recruitment efforts of our clients, allowing them to spend less due to the increased site conversions.

There are three areas of business we impact, and we strive to accomplish all three with each of the clients we support:

→ Can we save you money?
→ Can we have a positive impact on the quality or quantity of the candidates you receive?
→ Can we help with the efficiency associated with our client’s recruitment process?
Antonio Express-News publishes an entire section and models scheduled to be featured at the show. It also is a guide to the annual San Antonio Auto & Truck Show. The Cars channel on mySA.com features the latest auto news and for new or pre-owned vehicles.

The Cars channel on mySA.com features the latest auto news and for new or pre-owned vehicles.

**SUBARU on SAN PEDRO**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2018 Subaru Crosstrek compact crossover,</strong> Subaru's redesigned 2018 Crosstrek</td>
<td>$21,795</td>
<td><strong>2.0i Premium ($22,595)</strong></td>
</tr>
</tbody>
</table>
| **2018 Subaru Outback**, a new Subaru StarLink | **2.5i Premium ($22,595)** | **2.5i Limited (standard CVT) replace rugged styling, versatile size, and limited-Wheel Drive.**
| **High-end options such as a Subaru Crosstrek compact crossover,** Subaru's redesigned 2018 Crosstrek | $21,795 | **2.0i Premium ($22,595)** |

**SUNDAY REAL ESTATE**

The Sunday Real Estate section covers a wide variety of topics, including tips and information on buying and selling a home, builder and Realtor profiles, home décor, new construction, new communities, columns from the Greater San Antonio Builders Association and San Antonio Board of Realtors, area home sales statistics, open houses, builder communities, and more. Advertisorial opportunities offer a platform for builders, Realtors and businesses to tell their story in an article-type format.

**MYSA.COM/REAL ESTATE**

In addition to the latest real estate news, home décor, DIY, finance, and other real estate-related stories, the mySA.com Homes channel includes a host of opportunities for home seekers, such as Home Search, Apartment Search, Just Listed gallery, Luxury Homes gallery, Open Houses gallery, and more.

**MYSA.COM/CARS**

The Cars channel on mySA.com features the latest auto news and vehicle reviews, vehicle galleries, a Featured Used Vehicle Specials section, and targeted search widgets, including Find Your Car, Search by Manufacturer, Find a Dealer and Research a Car.

**MEDIA GLOSSARY**

- **Ad banner** – a graphic message or other media used as an advertisement
- **Ad impression** – an ad which is served to a user's browser
- **Ad impression ratio** – Click throughs divided by ad impressions.
- **Banner** – a graphic advertising image displayed on a web page
- **Behavioral Targeting (BT)** – A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected about an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.
- **Blog** – General term for any website featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries as well as more professional publications.
- **Brand awareness** – Research studies can associate ad effectiveness to measure the impact of online advertising on key brand metrics.
- **Browser** – a software program that can request, download, cache and display documents available on the World Wide Web.
- **Channel** – a band of similar content. A type of sales outlet (also known as channel of distribution)
- **Click rate** – ratio of ad clicks to ad impressions.
- **Clicks** – metric which measures the reaction of a user to an Internet ad.
- **Cookie** – a small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.
- **Frequency** – the number of times an ad is delivered to the same browser in a single session or time period.
- **Geo-targeting** – Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile devices.
- **GIF** (Graphic Interchange Format) – a standard web graphic format which uses compression to store and display images, used for animated ads.
- **Gigabyte** – one gigabyte equals 1,000,000,000 bytes.
- **Home page** – the page designated as the main point of entry of a website (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site.
- **HTML** (Hypertext Markup Language) – A set of codes called markup tags in a plain text file that determine what information is retrieved and how it is rendered in a browser.
- **HTTP** (Hypertext Transfer Protocol) – the format most commonly used to transfer documents on the World Wide Web.
- **Hyperlink** – A clickable link, e.g., on a page or within an email, that sends the user to a new URL when activated.
- **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.
- **Internet** – the worldwide system of computer networks providing reliable and redundant connectivity between disparate computer systems and by using common transport and data protocols known as TCP/IP.
- **inventory** – the number of ads available for sale on a website.
- **IP Address** – Internet protocol numerical address assigned to each computer on the Internet so that its location and activities can be distinguished from those of other computers.
- **JPEG** (Joint Photographic Experts Group) – standard web graphic file format that uses a compression technique to reduce graphic file sizes.
- **Keyword** – specific word(s) entered into a search engine by the user that result(s) in a list of websites, related to the key word.
- **Link** – a clickable connection between two websites. Formally referred to as a hyperlink.
- **Micro-sites** – multi-page ads accessed via clickthrough from initial ad. The user stays on the publisher’s website, but has access to more information from the advertiser than a display ad allows. Mobile marketing – process of sending out advertisements via mobile devices.
- **Opt-in** – refers to an individual giving a company permission to use data collected from or about the individual for a particular purpose, such as to market the company’s products and services.
Opt-out – when a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company’s mailing list.

Page view – when the page is actually seen by the user.

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 email message.

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

Posting – entry on a message board, blog or other chronological online forum.

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

Re-direct – when used in reference to online advertising, one server assigning an ad-serving or adtargeting function to another server, often operated by a third company.

Reach – unique users who 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. The total number of unique users who will be served a given ad.

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.

Rich media – advertisements with which users can interact (as opposed to solely animation) in a web page format.

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.

ROS (Run Of Site) – the scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.

RSS (Really Simple Syndication) – process for publishing content on the Internet that facilitates moving the content into other environments.

Search – allows advertisers to pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase. Search engine – an application that helps Web users find information on the Internet.

SEM (Search Engine Marketing) – a form of Internet marketing that seeks to promote Websites by increasing their visibility in the Search Engine result pages.

SEO (Search Engine Optimization) – process of improving the volume and quality of traffic to a Website from search engines via “natural” (organic or algorithmic) search results.

Server – a computer which distributes files which are shared across a LAN, WAN or the Internet. Also known as a “host”.

SMS (Short Message Service) – standard for sending and receiving short (160 character) text messages via mobile handsets.

Social Network – an online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news and information among them.

Spam – unsolicited commercial email.

Splash page – a preliminary page that precedes the user-requested page of a Website that usually promotes a particular site feature or provides advertising.

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.

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.

Text messaging – common term for the sending of “short” (160 character or fewer) text messages, using the Short Message Service, from mobile phones.

Traffic – the flow of data over a network, or visitors to a website.

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

Unique visitor – a unique user who accesses the website within a specific time period.

URL (Uniform Resource Locator) – the unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name) and format (usually HTML or CGI).

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

View – often used as a synonym for “impression”.

Visit – a single continuous set of activities attributable to a cooked browser or user [if registration-based or a panel participant] resulting in one or more pulled text and/or graphics downloads from a site.

Visitor – individual or browser which accesses a website within a specific time period.

WAP (Wireless Application Protocol) – a specification for a set of communication protocols to standardize the way that wireless devices, such as mobile phones, PDAs and others access and browse Internet based content.

Website – the virtual location (domain) for an organization’s or individual’s presence on the World Wide Web.

Widget – a small application designed to reside on a PC desktop or within a Web-based portal or social network site offering useful or entertaining functionality to the end user.

Wi-Fi – any of a family of wireless LAN data standards used fairly ubiquitously for corporate and home connectivity.

XML (Extensible Markup Language) – a richer more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XML is used for transferring data and creating applications on the Web.

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

Yield management – yield and revenue management is the process of understanding, anticipating and influencing advertiser and consumer behavior in order to maximize profits through better selling, pricing, packaging and inventory management, while delivering value to advertisers and site users.

*SOURCE FOR GLOSSARY TERMS: IAB WEBSITE