

Banner and Display Advertising Online

Some Examples

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Recent Searches: espn.com, west elm turkey platter, turkey pla... Manage History

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celebrities games movies music tv comedy video showtimes tv listings entertainment news

November 9, 2012 as of 12:17 PM Cambridge, MA | 50°/33° °F °C 5-day

Celebs: 'DWTS' host, questions & Usher

Brooke Burke-Charvet has cancer Rob creatively deflects inquiries Singer's special treatment infuriates

2 of 7

msn Get more news, sports, entertainment or Latino content on your MSN homepage

EDITORS' PICKS

- UN-Iran nuke talks confirmed
- 745,000 Jeeps recalled
- Guard killed inside PM's home
- Pope to seek Twitter flock
- Queen knights Irish thespian
- Tips for great video interviews
- 'Mommy porn' shocks host
- NCAA player collapses, dies
- Are those leftovers safe to eat?

NEWS

GOP faces immigration fight after election

- The 'Latino giant' is awake
- Giffords stared down killer
- Man crashing stolen jet
- 745,000 Jeep SUVs recalled
- Deadline on health exchanges

SPORTS

Should football come before family in NFL?

- Gronk really IS a space cadet
- Colts, Luck improve to 6-3
- MVP, model getting hitched?
- Great Danica-Go Daddy news!
- Lakers fan attacks Jazz fans?

ENTERTAINMENT

'Skyfall' takes James Bond to new heights

- Miley: 'Married in my heart'
- AMC to revive 'The Killing'
- Zolciak: I'm not a racist
- 'Coronation Street' actor dies
- Katie left sleepless over role

DISCOVERED INSPIRED BY intel

OUT HOW THEY BECAME FAMO

AdChoice Ad Feedback

POPULAR SEARCHES

Unique wedding attire

Jessica Biel wore pink to her recent nuptials, while others have worn bikinis, hats & more.

I am always surprised at how poorly display ads seem to work for me. I don't even know what this is!

This Thanksgiving, it all starts with pie.

PLEASE ORDER A PIE OR DONATE BY NOV. 19TH PIEINTHESKY.ORG



BostonGlobe.com

RadioBDC

Nov. 13, 2012 Updated: 3:00 PM

Sign In | Register now

46° Rain
Weather | Traffic



Boston Deals

Shawnee Peak: \$39 for a full-day lift ticket (worth \$59)

Get this deal

TODAY'S GLOBE NEWS YOUR TOWN BUSINESS SPORTS LIFESTYLE A&E THINGS TO DO TRAVEL CARS JOBS REAL ESTATE WEEKLY ADS

HOT TOPICS David Petraeus scandal John Kerry Holiday shopping Red Sox Science blog **NEW!**

INSIDE CARS: New car deals Service Specials

PICTURES

'Twilight' movie's L.A. premiere



Kristen Stewart and Robert Pattinson were among the A-list celebs who turned out for the "Twilight: Breaking Dawn—Part 2" premiere.

Names: Local 'Twilight' star out for premiere
Review: 'Twilight' breaks out mourners for CD

- PICTURES 25 highest paid CEOs in Mass.
- Sidewalk driver ordered to hold 'idiot' sign
- Love Letters: Will she run away again?
- WATCH Boston.com weather forecast
- Wanted: Black Friday citizen reporters
- One Direction to star in 3D film
- PICTURES Odd laws in Massachusetts
- ROADS AND RAILS 128 South's extra lane
- A how-to guide for raising a child star

Petraeus scandal widens

The top US commander in Afghanistan is being investigated for alleged "inappropriate communications" with a woman in the David Petraeus case. (AP, 1:46 p.m.)

- FBI at N.C. home of Petraeus lover | PICTURES Timeline
- Petraeus shocked at girlfriend's e-mails to his friend
- Cantor first heard of Petraeus affair Oct. 27 | Discuss

Some Upper Crust locations closed

Upper Crust has abruptly closed some of its restaurants and it is unclear whether the bankrupt pizza chain will be permanently shut down. (Globe, 2:36 p.m.)

- 11/7 Fed: Upper Crust pizza chain owes workers \$850K
- 10/9 Upper Crust files for bankruptcy protection
- 7/14 Class-action suit granted | More coverage

PICTURES

Red Sox hot stove starts smoldering



FEATURED DEALER



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Brand New 2012 Honda Accord LX Sedan

Bernardi Honda Brockton Deals!

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Learn for yourself - stop by our next information session.
UPCOMING INFORMATION SESSIONS
Tuesday, November 13
Thursday, December 13
www.simmons.edu/events 617.521.2000

RadioBDC - Reinventing.Radio

Another example: I'm not going to Simmons!

BOSTON SYMPHONY ORCHESTRA
SIBELIUS, ADÈS, & PROKOFIEV
Nov 15-17 • bso.org

Today on theonion.com

TOMCAT®
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* 1oz bait block based on no-choice lab testing. Time from lethal dose to death.

SPECIAL COVERAGE

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Schick
XTRME3

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Tough Season 2: Exhile
SPONSORED BY
lenovo

SPONSORED VIDEO



KFC Family Meeting
SPONSORED BY
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IndyStar

November 3 at 1:15pm · 🌐

"I'm so tired of hearing boys will be boys. I'm so tired of hearing, 'Well kids make mistakes.' No they don't. Not when they care about their program. Not when they care about being a basketball player more than anything else.

"These guys decide it's more important to go out drinking than prepare for a scrimmage and compete for a job. Indiana basketball stands for nothing. Absolutely nothing."



Dan Dakich: 'Embarrassed' by 'out of control' IU basketball program

Former Indiana University men's basketball player and interim head coach Dan Dakich promised fireworks on his radio show Monday morning and the 1070

INDYSTAR.COM

Like · Comment · Share · 👍 1,127 🗨️ 152 ➦ 241



Tracy Clark

2 hrs · 🌐

Olympia moving and storage totally dropped the ball!!!
I need two pianos moved today. HELP!!!

TRENDING

- 📈 **Sophia Loren:** Actress explains infamous 1957 side-eyed photo that captured glance at Jayne Mansfield
 - 📈 **Benedict Cumberbatch:** Actor goes old-school, announces engagement to Sophie Hunter in newspaper
 - 📈 **Chris Botti:** Trumpeter's rendition of national anthem on 'Monday Night Football' brings Colts player to tears
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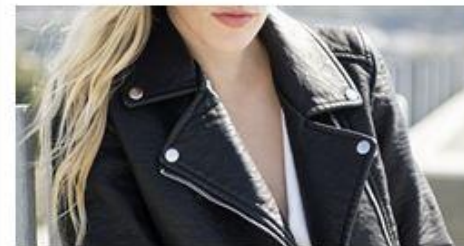
Create Ad



SOREL boots at Zappos®!

zappos.com

Fast, Free Shipping & Returns on every order!



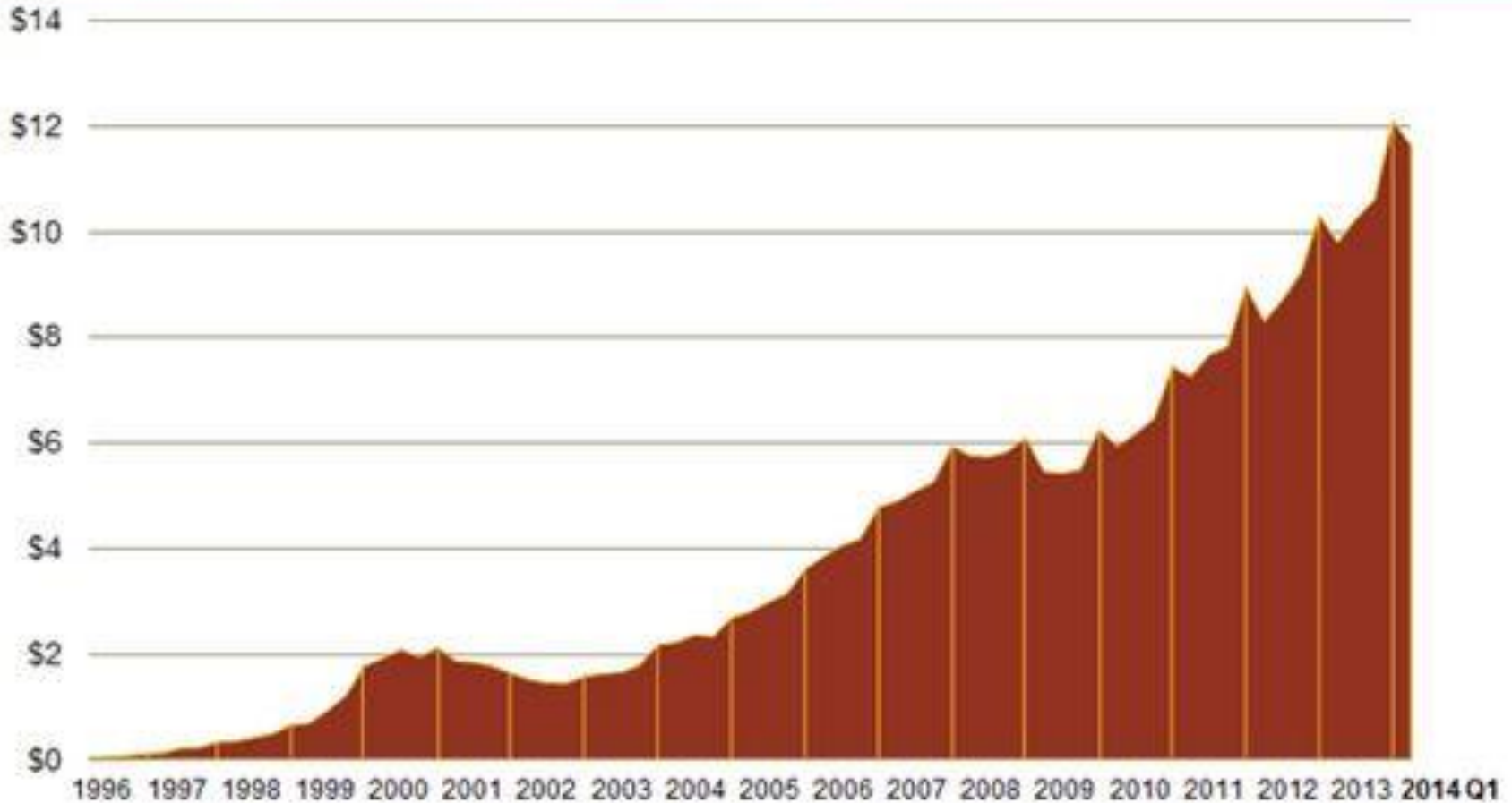
It's Leather Weather

shopstyle.com

Shop Our Top Picks for Leather Jackets — All under \$300 — Only at ShopStyle.com

Important and growing source of revenue for web-based businesses

Quarterly revenue growth trends Q1 1996 – Q1 2014 Q1 (\$ billions)



Source: IAB/PwC Internet Ad Revenue Report Q1 2014

Courtesy of Interactive Advertising Bureau. Used with permission.

Online display advertising

- Behavioral---tracking a consumer's online activities over time and providing those data to a third party for the purposes of targeting advertising
- First party---no information shared with third party
- Contextual---ads based on single page visit or search

CAKE WRECKS

WHEN PROFESSIONAL CAKES GO HORRIBLY, HILARIOUSLY WRONG



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Throw the Bouquet Away

November 5, 2014

I can't tell you how many wedding Wrecks I've seen salvaged with nothing more than a few well-placed bunches of fresh flowers.



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Limited-time offer

DISCOVER



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Holiday Party Dresses [See more](#)



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Recipes, essentials, and more



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Coast Flashlights

[Top 5 Songs for Bedtime](#)



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NBA	Full Scoreboard >	NFL	NCAAF	NCAAB	NCAA W	Golf	Tennis (M)	All Scores >>	Regular Season: Nov. 9, 2012				
<	Fri 7:00 PM MIL WSH	Fri 7:00 PM BKN ORL	Fri 7:30 PM PHI CWS	Fri 7:30 PM DAL NY	Fri 7:30 PM IND ATL	Fri 8:00 PM HOU MEM	Fri 8:00 PM CHA NO	Fri 8:00 PM DET OKC	Fri 8:00 PM IND MIN	Fri 9:00 PM CLE PHX	Fri 10:00 PM SA LAC	Fri 10:30 P UTAH DEN	>

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SONY make.believe

EVEN A MAN KNOWN FOR WORKING ALONE NEEDS TECHNOLOGY THAT WORKS TOGETHER

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SKYFALL IN THEATERS NOVEMBER 9TH

TOP STORIES

WATCH LIVE > ESPN ESPN2 ESPN3

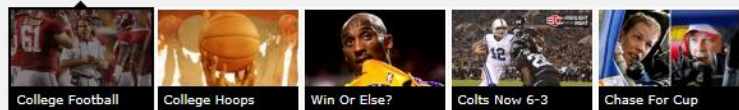
HEADLINES MY HEADLINES SHARES



Crystal LoGiudice/US Presswire

Erase The Mistakes

LSU exposed Alabama's vulnerability. Nick Saban doesn't want to see that again. Edward Aschoff > Chat LIVE: Aggies ready to shock world > Picking upsets > Schlabach's mailbag > Top 25 >



Try the new SC FBBD BETA

- Report: Rangers' max for Hamilton 3 years
- Sources: Homestead key for Lakers' Brown
- NHL labor talks under way on 4th straight day
- Feds drop case vs. ex-Syracuse coach Fine
- Nationals, manager Johnson near deal for 2013
- Luck runs in 2 TDs, Colts topple Jags | Reax
- Lions' Suh voted NFL's dirtiest player again
- Carmelo offers aid to Sandy-ravaged area
- Mets want Dickey back, won't rule out trade
- Kiffin: Manager deflated footballs on own
- Bowden: Trade file for Lisbury | Upton plans

SONY make.believe

BILL SIMMONS PRESENTS GRANTLAND



The Jags' Long Fall Bad ideas, bad decisions. Barnwell > Upon Closer Examination Oral history of the Rockets. Abrams > Pacer problems. Lowe & Simmons >



RICK REILLY

Staying Chuckstrong Unstoppable defines Chuck Pagano -- not to mention his family. Column > Gleason's battle > One special team >



JOHNETTE HOWARD

It's a lame duck year for Big East hoops. Sure, it'll go on, but it won't ever be the same. Column >

ESPN FANTASY GAMES

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NCB: Result #14 Michigan State: Wins By Double Digits 5:35PM ET on ESPN More >

Connecticut: Wins or Single Digit Loss

ESPN FANTASY BASKETBALL

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insider

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Stove Top

What's that white collar thing for?

AdChoices



AdChoices



Technology

- Web bugs---code designed to be invisible to customers but allows advertisers to track customers remotely
- Cookies---information about browsing behavior written to a consumer's computer, accessible by advertisers but removable by consumers
- Clickstream data---data gathered on many users which includes websites visited, time spent, navigation path, IP address

Concerns over privacy

- 1968: Electronic Communications Privacy Act passed, which covers web-based communications in principle but doesn't have much bite.
- 2002: EU passed Privacy Directive, providing much stricter privacy safeguards than US.
- 2009: FTC released "Self-regulatory Principles for Online Behavioral Advertising."
- 2012: Obama administration proposed a framework for legislation to provide a "Privacy Bill of Rights."
- 2012: EU strengthened Privacy Directive, making most tracking opt-in.

Articles about Privacy

White House Press Release. “[We Can’t Wait: Obama Administration Unveils Blueprint for a “Privacy Bill of Rights” to Protect Consumers Online.](#)” February 23, 2012.

Arthur, Lisa. “[EU e-Privacy Directive Takes Effect May 26 – Will Your Cookies Crumble?](#)” *Forbes*. May 22, 2012.

What would the effects of stricter privacy legislation be?

- Can exploit “natural experiment” run by the EU when they passed the Privacy Directive.
- PD only covers EU citizens and EU websites (and was implemented at different times in different countries) so have various control groups to estimate effects.
- Goldfarb and Tucker, “Privacy Regulation and Online Advertising”
- Survey data on ~9000 ad campaigns over 8 years, and 10 countries.
- Measured ad effectiveness using natural experiment. Did consumers: See ads? Have favorable impression of firm? Intend to buy products?

Privacy Directive Passed in 2002

Implemented at different times in different countries

Table 1: Implementation of Privacy Directive within Europe

Country	Implementation	
France	June 2004	Implemented on 21 June 2004 by the 'Trust in Computer Processing in the Economy Act' and law of 9 July 2004 on electronic communications
Germany	June 2004	Directive 2002/58/EC implemented as part of the Telecommunications Act that became effective in June 2004.
Italy	January 2004	The consolidated Data Protection Code (legislative decree no. 196/2003) came into force on 1 January 2004.
Netherlands	May 2004	Directive 2002/58/EC has been transposed into Dutch law, mainly by modifications introduced in the Telecommunicatiewet (Telecommunications Act), entering into force on 19 May 2004. Other legislation transposing parts of this Directive are, amongst others, the Wet op de Economische Delicten (Act on Economic Offenses) that implements Article 18(4) of Directive 2002/58/EC.
UK	December 2003	Directive 2002/58/EC is transposed into UK law as the Privacy and Electronic Communication Regulations which came into effect on December 11 2003.

Source: Eighth Annual Report of the Article 29 Working Party on Data Protection

Chart courtesy of Avi Goldfarb and Catherine E. Tucker. "Privacy Regulation and Online Advertising."

Results

- Ads placed under the more restrictive legal regime were 65% less effective.
- The effect was bigger for ads on general-interest websites and smaller for ads on specialty websites.
- The effect was bigger for simpler, low-tech ads and smaller for fancy ads with interactive, video, or audio features.

Implications of decrease in ad effectiveness

- Study looks at short-run effects of policy change---in the long run would expect equilibrium prices of display ads to go down.
 - Could affect web-browsing experience, with both the number and obtrusiveness of ads potentially increasing.
 - Could affect the viability of ad-supported websites, especially general-interest ones.
- Could result in a decrease in consumer welfare because ads are simply less relevant and useful.
- Could exacerbate negative externalities of irrelevant ads on other ads.

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14.27 Economics and E-Commerce
Fall 2014

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