**Ad:** For Web advertising, an ad is almost always a banner**,** a graphic image or set of animated images (in a file called an animated GIF**)** of a designated pixelsize and byte size limit. Banners and other special advertising that include an interactive or visual element beyond the usual are known as rich media**.**

**Affiliate marketing:** Affiliate marketing is the use by a Web site that sells products of other Web sites, called *affiliates***,** to help market the products. Amazon.com, the book seller, created the first large-scale affiliate program and hundreds of other companies have followed since.

**Banner:** A banner is an advertisement in the form of a graphic image that typically runs across a Web page or is positioned in a margin or other space reserved for ads. Banner ads are usually Graphics Interchange Format ( [GIF](http://searchwindevelopment.techtarget.com/definition/GIF)) images. In addition to adhering to size, many Web sites limit the size of the file to a certain number of bytes so that the file will display quickly. Most ads are animated GIFs since animation has been shown to attract a larger percentage of user clicks. The size of the Ad is measured by pixels. Standard banner sizes have been established by the Internet Advertising Bureau.

**Caching:** In Internet advertising, the cachingof pages in a cache serveror the user's computer means that some ad views won't be known by the ad counting programs and is a source of concern. There are several techniques for telling the browser not to cache particular pages. On the other hand, specifying no caching for all pages may mean that users will find your site to be slower than you would like.

**Click:** "when a visitor interacts with an advertisement." This does not apparently mean simply interacting with a rich mediaad, but actually clicking on it so that the visitor is headed toward the advertiser's destination. (It also does not mean that the visitor waits to fully arrive at the destination, but just that the visitor started going there.)

**Cookie:** A cookieis a file on a Web user's hard drive (it's kept in one of the subdirectories under the browser file directory) that is used by Web sites to record data about the user. Some ad rotation software uses cookies to see which ad the user has just seen so that a different ad will be rotated into the next page view.

Internet Advertising Bureau (IAB), sets out guidelines for consumer privacy, ad models and creative formats, audience and ad impression measurement.

**Filtering**: Filtering is the immediate analysis by a program of a user Web page request in order to determine which ad or ads to return in the requested page. A Web page request can tell a Web site or its ad server whether it fits a certain characteristic such as coming from a company’s address or that the user is using a particular browser. The Web ad server can respond accordingly.

**Impression**: "The count of a delivered basic advertising unit from an ad distribution point." Impressions are how most Web advertising is sold and the cost is quoted in terms of the cost per thousand impressions ( [CPM](http://whatis.techtarget.com/reference/advertising-terminology-on-the-Internet#cpm) ).

**Pay-per-click** : In pay-per-click advertising, the advertiser pays a certain amount for each [click through](http://whatis.techtarget.com/reference/advertising-terminology-on-the-Internet#clickthr) to the advertiser's Web site. The amount paid per clickthrough is arranged at the time of the insertion order and varies considerably. Higher pay-per-click rates recognize that there may be some "no-click" branding value as well as clickthrough value provided.

**Pay-per-lead**: In pay-per-lead advertising, the advertiser pays for each sales lead generated. For example, an advertiser might pay for every visitor that clicked on a site and then filled out a form.

**Pay-per-sale**: Pay-per-sale is not customarily used for ad buys. It is, however, the customary way to pay Web sites that participate in affiliate programs, such as those of Amazon.com and others.

**Pay-per-view**: Since this is the prevalent type of ad buying arrangement at larger Web sites, this term tends to be used only when comparing this most prevalent method with pay-per-click and other methods.

**Rich Media**: Rich media is advertising that contains perceptual or interactive elements more elaborate than the usual banner ad. Today, the term is often used for banner ads with popup menus that let the visitor select a page to link to on the advertiser's site. Rich media ads are generally more challenging to create and to serve.