
Advertising- Its Worthy Linkage With Internet

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Abstract

The general philosophy behind advertising is to target an audience with pinpoint accuracy and capturing consumer's attention is imperative. Yet, how attention to advertising works in a World Wide Web context has not been researched extensively. To advertise in the online world takes skill This area is the main focus of the research paper. The World Wide Web is an interactive medium which has characteristics that deviates from traditional media channels. Considering the unique properties of the World Wide Web, outcome and central concept of advertising showed the perfect linkage with advertising

The World Wide Web (WWW) is the killer application for the Internet. It has turned the Internet into a colorful and animated cyber-landscape. The onset of the WWW has created an excellent communication medium. Along with this colorful landscape, came the world of electronic commerce (EC). Put briefly, EC is the transaction online. Evidence from market research firms, such as Odyssey, suggest that more American households are making purchases over the Internet (Lohr, 1999). Online purchases have exceeded manyfold in the last few years. This is a fourfold increase comparable to a year earlier (Lohr, 1999). The result is that more time online equates to more dollars being spent.

Nothing attracts more people and businesses than money. These spent dollars are the driving force for advertising online. The philosophy is that companies will be able to target audiences with pinpoint accuracy. It will allow companies to track who is seeing their advertising, what action was taken after they saw it, and in some cases, tailor the advertising to the consumer. It is the ultimate Shangri-La (Savitz, 1999).

The world of EC is in its infancy in India. As this new wave of technology grows, so does the amount of business online. Whether a business is "brick and mortar" with a physical presence or one that exists in cyberspace, the main objective of any business is to make money. Even small companies must generate enough traffic on the Internet so they can sell their inventory for a reasonable price and still earn enough revenue to survive (Zeff and Aronson, 1997). In order to make money businesses need to establish themselves with consumers. Moreover, to get consumers, businesses must advertise. "Old-line merchants no longer insist, as they did not long ago,

that they can do without an Internet presence. Everyone is coming online" (Offline stores are moving, 1999). Advertising is a way of life and may be the only life for some. If the WWW were thought of as broadcast television, then 100 percent of the revenue would come from advertising (Zeff and Aronson, 1997). As reported by the Internet Advertising Bureau (IAB), online advertising is growing at a staggering rate as more people surf the WWW (Lohr, 1999). These online advertisements are helping individuals make decisions about what to purchase. This is equally seen based on the amount of advertising revenue. The IAB found the first three-quarters of 2008 had revenues of \$1.3 billion (Ginsburg, 2009).

Rationale of The Study

As stated eloquently in *Blur*, knowledge plays a very important role in business. What a business knows, how it uses what it knows, and how fast it can know something new is the basic notion of its competitiveness. Knowledge is the determining factor of whether it will succeed or not. This paper can be used as a benchmarking measure or to enumerate the various methods businesses use to make their online presence more appealing and most of all profitable.

Review of The Literature

To introduce the world of online advertising, statistics surrounding the number of individuals online and advertising revenue were detailed. Lohr (1999) had featured the total number of American households making purchases on the Internet in the last six months. His article had pointed out that this would be a continuing trend. Ginsburg (1999) had detailed how Internet advertising revenue had exceeded \$1 billion for the first time in just nine months. Reports by the

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New Media Group for the Internet Advertising Bureau (IAB) had conducted the studies and had reported which categories had led the online spending. These two resources were used to exemplify the relevance of advertising online.

In conjunction with these statistics, two other resources were utilized to determine relevance. Zeff and Aronson (1997) had provided "why" online advertising should become part of a company's strategic business plan. Their book had briefly described online advertising, but mostly had centered on how to create an online advertising strategy. This book had detailed how to price online advertisements and target an audience. Most of the book was beyond the scope of this project, but it did provide some background information to chapter three such as the definition of online advertising and the benefits. Another resource that had helped determine relevance was *Offline Stores are Moving Online* (1999). After years of taking the "wait-and-see" approach, old-line retailers were moving to the online world. As part of it, Ernst & Young's year-end survey of 125 traditional retailers had found that 76 percent of them were now online. This resource also had listed the top e-tailers. It was another reason why being online had to be part of a company's business plan. In this online world, the environment had moved at a fast pace. The only way to keep up with it was knowledge. Davis and Meyer (1998) had an excellent book on the speed of change. Their book had detailed how being connected would change the way business was done and how it had affected each of us individually. The leveraging of knowledge was utilized as part of the introduction of why it was important for a person or business to review this research project.

History

Hyland (1998) had briefly described how the Internet had become an accepted communication medium in just five short years. A case study had compared the Internet to television. In addition, as part of this, Everett-Thorp (1997) had detailed how being online has not changed the basic concept of advertising, but had put a whole new spin on it. Her article had stated why it is important to advertise online, where the audience was, and how the competition for advertisements was getting fiercer all the time. Next, a look at the advertising models "prior to the banner" era was detailed. Sterne (1997) was one of the best

resources for this topic. His book had explored the world of online advertising in depth. In some respects, it had gone further than the requirements set forth in this project. Issues such as advertising return on investment (ROI), placing advertisements, and creating a Web advertising strategy were beyond the scope of this research project. The sections of the book that had contributed to this project go well beyond the history of online advertising. It was also used to detail the current trends in banner advertising. Sterne (1997) had provided the main foundation for "prior to the banner" era. However, many resources were used to compliment his research. Tedeschi (1998) had briefly described direct marketing, which was advertising by email. His article had detailed different case studies of companies who used this method and had success. He also had talked about how this advertising model was used in the early Internet days. This resource had provided some of the additional information found under the email advertising model.

Another resource was *To Spam or Not to Spam?* (1998). One of the pitfalls of direct marketing was spamming. Consumers had despised this type of advertising. Therefore, this article had offered "opt-in" and "opt-out" mechanisms to avoid the spam issue. Two other resources had contributed to the information in this area. Hofacker (1999) had briefly described classified advertisements and Oikle (1997) had detailed newsgroups and newsletters. Hofacker (1999) had treated advertising in a different way. His book had detailed Internet marketing and how to create a Web site, how it should look, and the communication aspect of it. His book was more of a "how-to" versus a chronological history of advertising online. However, it was an excellent resource. Oikle (1997) had detailed the power of email marketing with newsgroups and newsletters. Her article had briefly described what they were but also had provided an area of how to get started. She listed sites where a person could have easily sign up for either one of these. Her resource had provided another viewpoint on newsgroups and newsletters.

Current Trends

Sterne (1997) had provided the main foundation of this area, at least for the advertising model - banners. For the affiliate area, most of the resources had come from online sources. In conjunction with Sterne (1997), McGalliard (1998), and Mand (1998) had provided

additional insight to banners. McGalliard (1998) had detailed animated banners. Her article had not only described why animated gifs were important, but also how they had worked. It had gone into scripting and frame compilers. These were well beyond the scope of this project, but her basic definition was utilized. Mand (1998) had detailed the end of the static banner. His article had described the new technologies that have been used in banners such as plug-ins, Java, and streaming media. This was known as "rich media." The article had also stated that click-through rates of static banners were in the single digits and it was time for something new. These new animated and interactive banners were the trick. Haar (1998) had briefly described the "hottest" online advertising model – affiliate programs. Amazon.com had led the path to this online advertising model. It was used as the introduction to affiliate programs. In addition, he had detailed GeoCities' affiliate program, which had promoted affiliate partnerships on behalf of retailers such as Amazon.com and CDnow, Inc. Horwitt (1998) had described how affiliate programs worked well with context-sensitive advertising. This was the practice of embedding more narrowly focused advertisements. CD Now had sworn by this advertising (Horwitt, 1998). Even Barnesand Noble.com had offered 150 types of links so their affiliates would have customized pages to particular events or promotions. The article was utilized to describe this benefit. Lastly, ClickQuick (1999) had provided the definitions to the types of affiliate programs as well as the examples. Their Web site was an excellent resource for an in-depth review of these programs. The programs were categorized according to topic as well as the types (i.e. two-tier income or pay-per-lead). All affiliate programs were rated and had detailed how much commission an affiliate would make.

Future

Savitz (1999) had showed how the current online advertising models had not really been working. His article had listed many reasons for why online advertising was not working. The one that was used in this paper was jingles. As with television, advertising would generally have a memorable song or jingle. In the online world, it would have made this more difficult. Kroll, Pitta, & Lyons (1998) had provided an excellent article on how advertising will eventually be EC. This was used as the reason why online advertising

was not really brand recognition. In addition, it had provided an insight to the future of online advertising. The article had explained why advertising was the wrong model for Web marketing. In continuing with the brand recognition issue, Jacobson (1999) had detailed how companies have been approaching branding incorrectly. The article had explained how a reputation would have to precede a product or service. It was only then that brand recognition would have set in. The idea of banner advertisements or any other online advertising would not have built this reputation for any company. Schwartz (1999) had some thoughtful ideas on brand recognition also. He had felt that the online community had been viewing brand recognition and online advertising incorrectly. His example of Peapod, the well-known online grocery store, has had branding problems. This example was used to highlight the fact that companies should not be so focused on brand recognition or online advertising but on solution branding. Next, the issue of local business advertising was discussed. Ward (1999) had surfaced how targeting a local audience and uncertainty had created problems for local businesses. The article had given the example of how a Presbyterian Church had done some online advertising and had generated more of a national and international interest. Ward (1999) had also detailed how local businesses were unsure of doing business without some face-to-face rapport. In the consumer issue section, Marx (1999) had detailed how consumers have been dissatisfied with banner advertisements. Consumers had been finding these types of online advertisements annoying. In addition, Partovi (1999) had detailed how consumers do not have the right equipment to view rich media. His article had also stated how technology would have put more of a distance between the company and the consumer. Leonard, Pollard, & Leong (1998) had highlighted the consumer privacy issue. The article had detailed the Internet, EC boom, and the issues that were affecting it. It had gone into many legislation and legal issues. Most of them were beyond the scope of this paper. However, one of the issues was consumer privacy. It had detailed the issue how consumers would have been unsure how their information was collected and used. Electronic commerce: Robert Lewin (1999) had highlighted the fact that without consumer trust, the EC economy would have been crippled. This article had addressed the consumer privacy issue and had talked about TRUSTe. The company TRUSTe was not discussed in

this research paper; however the issue the company was trying to solve was. Disney and GO Network...(1999) had detailed how Disney and GO Networks were no longer going to advertise on Web sites who had not posted a privacy policy. This article had also provided information on the consumer privacy issue Increase in ad spending (1999) had detailed how Web advertising spending would have been less. This was because many companies would have been looking to the traditional advertising models such as television, radio, and magazines. This was used as one of the possible theories of future advertising models. The article had detailed the billions of dollars that would have been spent in online advertising. However, this information was not used. Krauss (1998) had also supported that television would become the next online advertising model. The article had predicted other items in Internet advertising such as measurement of Web advertising efficiency and the next “hot” career opportunity would have been in advertising. These predications were not used but were enlightening. Olson (1999) had talked about the relationship with the customer especially online. The article had highlighted the “sticky” factor. Businesses such as Best Buy had doubts about the Internet's staying power. This had led to the predication of incentive/loyalty programs.

Plan and Approach

The approach was a research study methodology. First, a general search of online advertising was done. Second, books with high ratings from Amazon.com were consulted. All this information was gathered and analyzed. Data was collected via search engines from various online sources as well as books that specialize in the Internet and Advertising. Most of the information used in this paper had come from various online publication. Instrumentation was in the form of a discovery approach with the research paper detailing what was located. The subjects of the study were the actual online advertising trends as well as future ones.

Findings

Each new communication media must prove its value. It was just 60 years ago when television was considered new media. Cable television was thought of the same twenty years ago. Morgan Stanley and a team of researchers closely examined the adoption rate of these new media when they were invented. They investigated how long it would take each media to

reach 50 million users (Hyland, 1998). Radio took 28 years before there were even 50 million listeners. However, it has taken the Internet only five years (Sterne, 1997). It is no wonder the Internet and the WWW are the latest buzzwords.

Online Advertising

The Internet and the WWW has created a fast moving industry. Within this industry, the world of online advertising has grown rapidly in just three short years (Zeff and Aronson, 1997). It is expected that a larger portion of advertisers' media budgets, within the next decade, will be dedicated to this new online form. Online advertising does not neatly fit into the mold of any traditional advertising model. It disseminates information in order to affect a buyer-seller transaction, as would any traditional model (i.e. television, radio, newspaper, magazine, etc.) (Zeff and Aronson, 1997). However, there are four major differences between the online versus the traditional method. They are:

- **interaction,**
- **customization,**
- **tracking, and**
- **deliverability** (Zeff and Aronson, 1997).

Web advertising enables direct interaction with the advertisement (Zeff and Aronson, 1997). The goal is to enthrall the consumer with a brand or product. This is done effectively since the consumer has the option to interact with the advertisement. A consumer can use his/her mouse and click on the advertisement for additional information. He/she can also take the next step and purchase the product/service in the same online session. The other advantage of online advertising is customization (Zeff and Aronson, 1997). Companies can tailor the advertisements to a precise target audience or even deliver advertisements that are customized to the consumer. They can focus on specific geographical regions, computer platform, time of day, nation, or even the type of browser (Zeff and Aronson, 1997). However, they cannot accurately target gender or other demographic parameters. Nevertheless, advertising to consumers' preferences is something traditional models cannot do. Tracking is another benefit (Zeff and Aronson, 1997). This is the feedback loop to the advertising company. Advertisers can track how consumers interact with their brands and learn what interests them. They can also precisely measure the response to an advertisement by sampling

click-through rates (Zeff and Aronson, 1997). Television, radio, and print cannot do this. Lastly, deliverability is another importance (Zeff and Aronson, 1997). Online advertising can be delivered anytime of the day and in real time. In addition, advertisements can easily be launched, updated, or cancelled immediately. This flexibility is not seen in the traditional methods where it takes until the next edition of a newspaper to change a published advertisement (Zeff and Aronson, 1997). It is true neither the Internet nor the WWW has changed the basic concept of advertising. However, it has put a whole new spin on it (Everett-Thorp, 1997).

Direct Marketing Models of Online Advertising

Newsgroups

Newsgroups represent more than 15,000 topic-specific topics worldwide. Topics range from chocolate mousse recipes to general business news. In a newsgroup, a person can post questions or comments while interested parties may choose to respond to the discussion. The newsgroup is not "live," but a message board where a person can post at his/her convenience. This is one of the earliest applications on the Internet (Zeff and Aronson, 1997). Businesses find newsgroups a valuable advertising forum (Oikle, 1997). It provides a way to improve customer relations, increase visibility, and position themselves as experts by offering questions and answers. This used to be a great way to do guerrilla advertising on the Internet. However, newsgroups have become "so full of clutter" that they are deemed useless. Dejanews, <http://www.dejanews.com>, is still one of the best newsgroup resources (Oikle, 1997).

Newsletters

Newsletters are email messages that a person signs up to receive. It is dedicated to a specific topic. A newsletter is a one-way editorial product (Oikle, 1997). It can be delivered daily, weekly, monthly, etc. There are many newsletters on the Internet. For example, Yahoo has 64 different categories of newsletters. Advertisements in these documents usually end up at the bottom as a tail-end offering (Sterne, 1997).

List Servers

A list server is similar to a newsgroup, but individual posts come right to the email box instead of some news server (Sterne, 1997). It is a discussion list where a

person can participate. As with newsletters, there are an infinite number of list servers to choose from in a variety of topics. Generally the emailed advertisement solicits comments from the readers, reproduces their comments, and then delivers the reproductions to every subscriber. This type of communication medium benefits advertisers because turn-around time can be in minutes instead of days and subscribers become more tightly focused groups where targeting is easier (Sterne, 1997).

Classifieds

Classified advertisements are used to match up buyers and sellers generally within a limited geographic region (Hofacker, 1999). This category is easily overlooked since it has traditionally been the province of the "for-sale-by-owner" crowd. However, many portals now offer classifieds. One of the biggest classified audience is Classified2000, <http://www.classifieds2000.com>. Here all private-party listings placed in this service are collectively managed and shared among other partner sites. The advertising model is visibility. There are many eyeballs looking at these advertisements (Sterne, 1997).

Current Trends

Banners: Lights, camera, and action! Color, animation, and video are techniques used for this advertising model. Banners are the predominant online advertising models. In fact, they account for approximately 54 percent of the total online advertising revenue (Hyland, 1997). It was October 1994 that marked the beginning of the banner era. At this time, Netscape Navigator 1.0 was released. The banner has become the mainstay of Internet advertising. A banner is typically a rectangular graphic element, which acts as an advertisement and entices a viewer to click it for further information. They are generally found on an advertiser's Web site (Sterne, 1997). They are easy to understand and simple to explain. Their main objective is to derail the consumer's train of thought. Banners have a harder time accomplishing this goal than any other communication media. A consumer is generally surfing the WWW for a specific reason with a goal in mind whereas watching television is just a form of relaxation (Sterne, 1997). Therefore, these little boxes need to be creative, innovative, and enticing. Along with trying to distract a consumer, banners have been subjected to the realm of standards. Two organizations

have established banner guidelines. They are The Coalition for Advertising Supported Information and Entertainment (CASIE) and The Internet Advertising Bureau (IAB). These two organizations establish the marketing value of Internet advertising. Listed below are the guidelines for banner sizes (Zeff and Aronson, 1997):

Type	Pixel Size
Full banner	468 x 60
Full banner	460 x 55
Full banner with vertical navigation bar	392 x 72
Half banner	234 x 60
Square button	125 x 125
Button	120 x 60
Micro Button	88 x 31
Vertical Banner	120 x 240

The standards set forth by CASIE and IAB are on a voluntary basis (Sterne, 1997). Web sites that chose to implement these standards do so over a period of several months to allow those who sell space or create banner advertisements to make adjustments. Banners come in many forms. The most common forms are the buttons, the moving banner, and the full service banner.

The Button: Button advertisements are typically the smallest of the banner types. They can be placed anywhere on a Web page. One of the major benefits of a button is their simplicity in what they offer. This is one of the reasons why this advertising form was accepted quicker than the full size banner (Zeff and Aronson, 1997).

Moving Banners: The era of the static banner has ended. New technologies such as Java script, HTML, and streaming media are being accepted as the advertising norm. Animation and interactivity has come just in time as click-through rates of banners has marred into the single digits (Mand, 1998). In the animation world, graphic pictures (i.e. gif files) work like a digital flipbook in which a series of pictures automatically change at set time increments. As advertisers found out, animated banners were more attention grabbing. After animation, came interaction. Shockwave, by Macromedia, was a browser plug-in that allowed interfacing with the consumer (McGalliard, 1998). Games could now be a part of the

moving banner. However, it was not limited to just games, a consumer could search or answer poll questions. Moving banners were the ultimate eyeball-catching advertising models (McGalliard, 1998).

Full Service Banners: Lastly, full service banners are a little more technologically advanced than the moving banner. These banners have stopped being passive imagines trying to cajole consumers who are browsing the WWW (Zeff and Aronson, 1997). Yes, there is the animation and interaction, but the main purpose of this banner is not to derail a consumer's train-of-thought but to become the one-stop shop. The greatest benefit of this advertising banner is the customer does not lose his/her original Web page since a new window pops up. Once done with ordering, the consumer can go back to whatever he/she was doing.

Affiliate Programs

The race is on for this one-stop-shop advertising model. Thus, affiliate programs are filling the void. The basic role of affiliate programs is partnerships in which merchandisers pay commission to sites that send them paying customers. These new programs fill the role of the middleman between retailers and publishers (Haar, 1998). There are two basic types of affiliate programs. They are pay-per-lead and two-tiered income programs. The pay-per-lead is synonymous with pay-per-click (ClickQuick, 1999). These programs offer the opportunity to earn commissions without visitors needing to make a purchase. A two-tiered income program pay commissions at least two levels deep.

Currently, there are two popular models. They are the banner and affiliate programs. Both of these models avoided the pitfalls of the early advertising days. Now the time has come where these popular advertising models are just not making the dollars. Many businesses are seeing click-through rates drop and their banners being ignored. New problems seem to be cropping up just as the Internet marketers were getting use to these advertising models. Issues such as brand recognition, local business advertising, and consumer issues are pushing for a new online advertising model. Online advertising may again go through a transformation. Some claim the "old boss" will become the "new boss." This new boss is the traditional advertising model such as television, radio, and magazines. Others disagree. Could EC become the new online advertising model? Time will tell.

Future

The Issues

It seems the road to the online advertising paradise has turned into potholes. There are three main issues affecting the world of online advertising. They are brand recognition, local business advertising, and consumer issues.

Brand Recognition or Not?

Is online advertising really brand recognition? With banners and other forms of online advertising, who can remember what he/she has seen? There are no jingles, no memorable songs; nothing but the dot com. Television revolutionized brand recognition with its jingles and songs. Individuals remember “plop, plop, fizz, fizz” (Savitz, 1999). In the online world, advertising seems to require more of an immediate response such as a purchase or registration. “But the Web isn't media – it's a store, a Mall of America writ large. It isn't about capturing eyeballs, it's about fingertips clicking on the buy button” (Kroll, Pitta, & Lyons, 1998).

Is brand recognition really the key? Building the “brand” has become the mantra of the Internet (Schwartz, 1999). Millions, if not billions, of dollars are being spent for online advertising. However, brand recognition does not exist on the Web or even television for that matter. “A brand is a set of differentiating promises that link a product or service to its customers” (Schwartz, 1999).

Local Business Advertising

The main issue with local business advertising is the Web is not delivering on the promised precision-targeted audiences (Savitz, 1999). Another issue is local businesses face uncertainty. When placing an advertisement on the Web, it is done generally without any face-to-face rapport. “The local butcher is more likely to listen to an offer of expanded services from a known Yellow Pages advertisement representative than from a salesperson at AnyCityGuide.com” (Ward, 1999). Besides, why would a local business pay for online advertising when various local guides give it away free?

Consumer Issues

First, Web surfers no longer see anything special about those banners – even the interactive ones. Less than one percent of all advertisements gets a follow-up

'click' with the mouse (Kroll, Pitta, & Lyons, 1998). Click-through rates continue to shrink and they are not sidetracking the surfer from their original objective, but have become more of a nuisance. Another issue is the more “rich” the advertisements become, the less likely consumers are willing to wait. Most consumers barely have connections that are fast enough and only a fraction have the right software to support the multitude of formats. In addition, many consumers are not technology enthusiasts. Lastly, there is the issue of consumer privacy. The convergence of technology and the Internet has led to an increasing number of personal linkages and means of transferring information (Leonard, Pollard, & Leong, 1998).

Summary

What creates a change is usually problems or issues that need to be resolved. This is the case with advertising on the Internet. Many issues seem to be cropping up just when the Internet community was getting use to banners and affiliate programs. However, questions arising about brand recognition, local business advertising, and consumer issues are requiring these online advertising models to change. Change is good. However, it is unclear which path online advertising will follow. The tried-and-true method of advertising maybe an essential player. Television, radio, and magazines still have a fighting chance especially since these models have been in use from the beginning. However, the competition is not easily overcome. With technology moving at record breaking speed, EC could be the ultimate winner. Loyalty/reward programs (future models) could be just the incentive to get it there too.

Conclusion

This research paper has covered the evolution of advertising on the Internet. From its inception of direct marketing (i.e. email) to the current business models (i.e. banners and affiliate programs), online advertising has taken on many shapes as well as sizes. Presently, there are numerous issues affecting online advertising and how it is done. These issues range from brand recognition to consumer concerns. Since advertising is about a business trying to establish itself with a consumer, the consumer issue of privacy seems to be the main proponent in driving a new advertising model. There are many theories for this new advertising model. The traditional model of advertising (i.e. television, radio, and magazines) may

come back in style just like platform shoes. However, I believe it will ultimately revolutionize to EC. In the interim, online advertising should be mixed with the traditional model of advertising and incentive/reward programs. This would create a full synergic effect that would push EC and online advertising into one. All in all, the Web is a store, the service center, the 800 number, the customer service office, rolled into one and more tied together than ever before. "Conventional businesses may dislike it, but that's the way it is" (Kroll, Pitta, & Lyons, 1998).

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