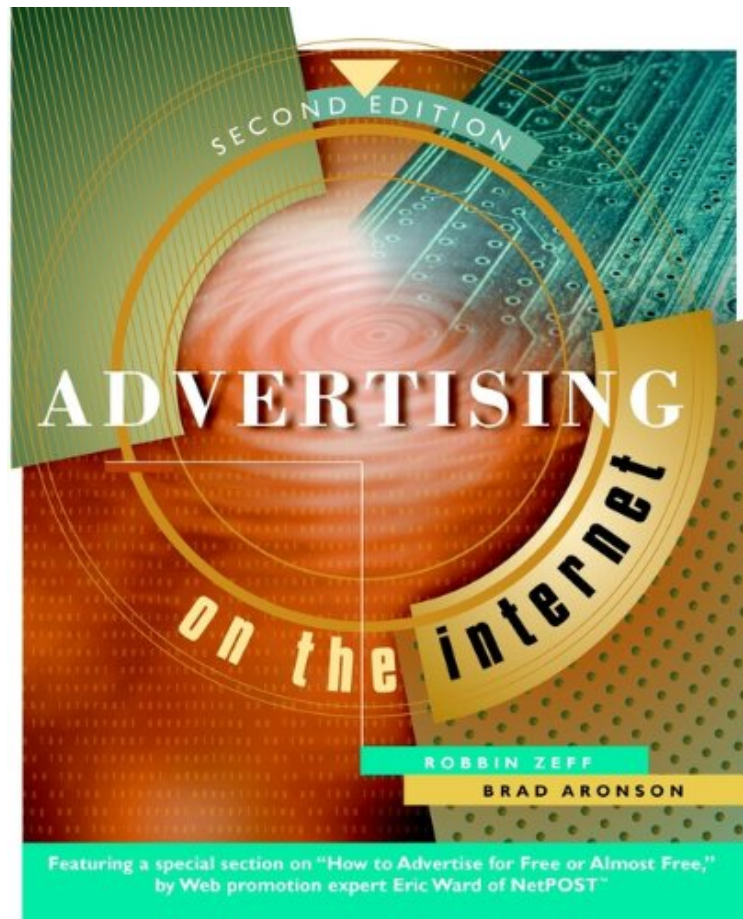


Advertising on the Internet

Robbin Zeff, Brad Aronson

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Robbin Zeff, Brad Aronson : Advertising on the Internet before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising on the Internet:

0 of 0 people found the following review helpful. Dated, but the principles still apply By Jake60640 First off, this book could use a refresh, but it's still one of the best display advertising (i.e., banner ads) books out there. I'm actually a bit surprised there isn't a new version. It contains all the ins and outs of planning and placing banner ads and other digital advertising opportunities for its time. 22 of 22 people found the following review helpful. Decent intro, but too much filler. By goodeye This is a decent introductory book, but feels like a double-spaced term paper trying to hit a page count. It covers every aspect and seems as good a place to start as any. Don't try to read it through - use it as a reference book, and skip around to what you need. It is filled with screen shots (that are always on the next page) and one of those 50-page appendix lists that should be online. 3 of 3 people found the following review helpful. Great introductory book By A Customer This book gives a complete overview of possibilities for online advertising. Although lots of the information sounds very familiar, it's nice to have one book that says it all. I especially liked the extensive use of statistics and other research results of external parties. Naturally the sources of this information is specified each time,

which gives you a nice idea where to get more information. The extensive Resource Directory (about 60 pages) is also very useful in telling you where to find more information, both online and offline. The book also convinced me that it's nearly impossible to build a profitable online presence by advertising income alone. Numerous examples and figures show that you need extremely high traffic, before the advertising revenue is sufficient to cover the high costs of running a content-driven website.

How today's most successful online advertisers and marketers maximize their online presence, and how you can too This updated and expanded Second Edition of the bestselling guide to online advertising is must reading for everyone who wants to take advantage of the most important new advertising medium since television. A complete primer on online advertising for businesses of all sizes, it gets you up to speed on the crucial issues, hot new trends, and most effective new technologies in Internet advertising. Loaded with examples of some of today's most successful online advertising and marketing initiatives, it gives you the inside track on: * Successful online ad models * Market research online * Direct marketing, including opt-in e-mail, promotions, and sweepstakes * Targeting and personalization * Internet advertising management tools * Traffic measurement and gauging the effectiveness of your ads * Buying and selling ads on your Web site * Advertising locally * Advertising to an international market * Legal aspects of Internet advertising * How to advertise for free, or almost free (contributed by Eric Ward, the father of grassroots advertising strategies) On the companion Web site at www.wiley.com/compbooks/zeff you'll find: * Links to additional training and tool resources

.com Internet advertising is still a business finding its legs, but it is already an important part of most successful commercial sites. And for companies that are not Web-based, the Internet is now an important medium to consider for marketing strategies. In the second edition of *Advertising on the Internet*, authors and Net advertising professionals Robbin Zeff and Brad Aronson survey the current state of advertising online. Though many of the concepts the authors present are extensions of traditional advertising issues, the book offers a very comprehensive view of things; even seasoned Webmasters will learn from this title. The various advertising models and techniques are illustrated, with the balance of effectiveness versus user annoyance discussed frequently. In addition to the technical aspects of getting your word out on the Web, the book also covers special international considerations, legal restrictions and cautions, and targeting techniques, plus it includes a lengthy resource list. Zeff and Aronson's analysis of the Web details how to track site and user statistics to monitor usage patterns and ad effectiveness. Whether you're a techie or not, this book provides some useful insights. --Stephen W. Plain Topics covered: Online ad models, direct marketing, Web measurement, targeting, pricing models, selling ads, buying ads, market research, international advertising, legal issues, and advertising for free (or almost). From the Publisher There are two main areas of advertising on the Internet that people are trying to learn: how to buy advertising space on someone else's Web page, and how to sell advertising on their own Web site. This book gives advertising managers and designers the information they need to put quality advertising on the Internet. From the Back Cover How today's most successful online advertisers and marketers maximize their online presence, and how you can too This updated and expanded Second Edition of the bestselling guide to online advertising is must reading for everyone who wants to take advantage of the most important new advertising medium since television. A complete primer on online advertising for businesses of all sizes, it gets you up to speed on the crucial issues, hot new trends, and most effective new technologies in Internet advertising. Loaded with examples of some of today's most successful online advertising and marketing initiatives, it gives you the inside track on: * Successful online ad models * Market research online * Direct marketing, including opt-in e-mail, promotions, and sweepstakes * Targeting and personalization * Internet advertising management tools * Traffic measurement and gauging the effectiveness of your ads * Buying and selling ads on your Web site * Advertising locally * Advertising to an international market * Legal aspects of Internet advertising * How to advertise for free, or almost free (contributed by Eric Ward, the father of grassroots advertising strategies) On the companion Web site at www.wiley.com/compbooks/zeff you'll find: * Links to additional training and tool resources