

ADVERTISING GLOSSARY

Gain an understanding of common advertising terms by reviewing the definitions below.

Ad Blocker

Software on a user's browser which prevents advertisements from being displayed.

Ad Choices

A self-regulatory program that allows users to opt-out of targeted online advertising. It provides users with information about online behavioral advertising and gives them the choice to control whether their browsing data is used for ad targeting purposes.

Ad Exchange

A sales channel between publishers and ad networks that can also provide aggregated inventory to advertisers. It provides a technology platform that facilitates automated auction-based pricing and buying in real-time.

Ad Inventory

The aggregate number of opportunities (or space) a publisher has available for displaying advertisements.

Ad Network

A platform that connects advertisers with publishers, facilitating the distribution of digital ads across a network of websites or apps. It enables advertisers to reach a broader audience, while publishers earn revenue by displaying ads on their digital properties.

Ad Serving

The delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally performed either by a web publisher or by a third-party ad server. Ads can be embedded in the page or served separately.

Ad Unit

An ad or set of ads displayed as a result of a piece of executing ad code.

Demand Side Platform (DSP)

A software platform that enables advertisers and agencies to purchase and manage digital advertising inventory across multiple ad exchanges in real-time. DSPs provide tools for optimizing and targeting ads to specific audiences across various online channels.

Display Advertising

Also known as “banner ads”, display ads are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text, and/or video designed to convey a marketing message and/or cause the user to take an action. Display dimensions are typically determined by width and height, represented in pixels.

Frequency Capping

Refers to setting limits on the number of times a specific advertisement is shown to a unique user within a defined period. This practice helps control the frequency of ad exposure, preventing overexposure to the same audience and improving the overall ad campaign's effectiveness.

In-Article Video

A video ad format that is embedded within the content of an online article or webpage. This type of video placement aims to seamlessly integrate with the surrounding written content, providing a non-disruptive viewing experience for users while they engage with the article.

Interstitial

A type of ad that appears between two content pages or during natural transition points within an app or website. These full-screen ads typically cover the entire interface, capturing the user's attention during the transition, and are often displayed for a short duration before allowing access to the next content.

Native Advertising

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. These paid ads aspire to be so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.

Programmatic

The automated, data-driven process of buying and selling advertising space in real-time through the use of software algorithms and technology.

Real Time Bidding

A programmatic advertising method where ad inventory is bought and sold in real-time through automated auctions.

Retargeting

The use of a pixel tag, or other code, to enable a third-party to recognize users outside of the domain from which the activity was collected.

Rich Media

Interactive and engaging online advertising that goes beyond standard text or static image formats. It includes multimedia elements such as videos, audio, animations, and interactive features, providing a more dynamic and immersive user experience.

Supply Side Platform (SSP)

A software platform that allows publishers to manage and optimize the sale of their digital advertising inventory. It connects publishers with multiple ad exchanges, demand-side platforms (DSPs), and advertisers, enabling efficient and automated real-time bidding for ad space on websites and apps.

Video Ad Serving (VAST)

A standard protocol that enables the communication between video players and ad servers. It defines a set of specifications for the delivery of in-stream video ads, allowing advertisers to serve video content across various platforms and devices.

VAST ensures compatibility and seamless playback by providing a standardized way for video players to request, receive, and display video ads from ad servers.

Video Player-Ad Interface (VPAID)

The communication and interaction between a video player and an ad, typically following a defined standard like VAST. It encompasses the specifications and protocols that dictate how a video player requests, receives, and displays video ads from an ad server.

The video player-ad interface ensures a seamless integration of video advertisements into digital content, providing a standardized framework for compatibility across various platforms and devices.