

1 click-through rate

2 commissions

3 geo targeting

DONOVAN on_line
advertising

CONTRACT FOR SERVICES

AD PRODUCTS

We offer two general types of banners: traditional banners and **animated GIF** banners. Animated GIF banners are more expensive, but they elicit a higher **click-through rate** according to our **click tracking** studies.

___ Traditional Banner ___ Animated GIF Banner

PRICING

There are two billing options for Donovan campaigns:

CPM Billing Option

The CPM, or cost per 1,000 impressions, option requires you to pay the agreed-upon rate for every 1,000 people who view your advertisement. This is our most popular option.

CPC Billing Option

The CPC, or cost per click-through, option requires that you pay the agreed-upon rate for each person who clicks your advertisement.

___ CPM Billing ___ CPC Billing

ADDITIONAL COSTS:

Please note that premium locations **above the fold** as well as any **commissions** charged to us by the website that is hosting your advertisement will affect the rate.

GUARANTEES

Donovan Online Advertising guarantees the following for every advertising **campaign**:

- » the use of **geo targeting** to display advertisements to appropriate audiences
- » the use of **frequency capping** to prevent overexposure of your advertisements
- » that our products will never **hang** pages, preventing them from loading and tarnishing your reputation

4 hang

Google

Web Images Google News Finance Local 2008-9
Google Search | No Fracking Lobby |

5 above the fold

One Stop Shop for Online Deals
Get the best online deals in America for your budget. Find our online selection of top quality merchandise.
www.online-deals.com from-us.com/deals=4563q45mets

Online Deals that **Hang** Over
Get the best online deals in America for your budget. Find our online selection of top quality merchandise.
New class act deals today for products/merchandise on www.products_online.asp

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why is online advertising popular?
- 2 How often do you click on online advertisements?

Reading

2 Read the online advertising company contract. Then, mark the following statements as True (T) or False (F).

- 1 ___ Donovan Online Advertising offers two types of banners.
- 2 ___ Most clients prefer the CPM billing option.
- 3 ___ Geo targeting prevents overexposure to advertisements.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- 1 Geoff chose pricing determined by how many people are able to view the ad.
_ P _
- 2 This company offers many advertising opportunities.
_ _ p _ _ d _ _ _ _
- 3 It's important to use a process of ensuring that visitors don't see the same ad repeatedly.
_ _ _ _ _ e _ c _ _ a _ _ _ _ g
- 4 A process of ensuring that ads are shown in relevant areas avoids wasting money.
_ e _ t _ _ _ _ t _ _ _
- 5 Pricing determined by how many people click on the ad can be expensive.
_ P _
- 6 That banner got a low ratio of ads clicked on ads viewed.
_ _ _ c _ _ _ r _ _ g _ r _ _ _
- 7 The firm does a process of counting the number of clicks an ad receives weekly.
_ l _ _ k _ _ _ c k _ _ _
- 8 Multiple GIF files in advertisements that create animation always get a better response.
_ _ _ m _ _ _ d G _ _ s
- 9 Some ads prevent a website from loading all the way.
_ _ n _

4 Fill in the blanks with the correct words: *commission, above the fold, campaign*.

- 1 The website is asking for a high _____ to host ads.
- 2 Ads that are _____ are more expensive, but more visible.
- 3 The last _____ increased sales.

5 Listen and read the online advertising company contract again. Why would an advertiser consider using geo targeting?

Listening

6 Listen to a conversation between a caller and an online advertising company employee. Choose the correct answers.

- 1 What is the caller asking about?
A which banner is most popular
B why the commission is so high
C how rates and pricing are decided
D how to change an advertisement's location
- 2 What can be inferred about the caller?
A He has not selected a pricing option.
B He thinks Donovan's rates are too high.
C He will choose the CPM billing option.
D He wants to host advertisements on his website.

7 Listen again and complete the conversation.

Employee: Well, 1 _____, meaning you pay a certain rate for every 1,000 people who view the banner.

Caller: And that's the most 2 _____ - _____ option?

Employee: Yes, that's correct.

Caller: I see. So how do you determine 3 _____ is going to be?

Employee: There are actually two things that affect that. The 4 _____ the banner is one of them.

Caller: Okay. Could you explain that?

Employee: Sure. Banners that are above the fold are more expensive. That's just because people don't have to 5 _____.

Caller: I see. The contract also mentions something about 6 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*I have some questions about ...
So how do you determine ...?
Could you explain that?*

Student A: You are calling an online advertising company. Ask Student B about:

- billing options
- the most popular option
- how location affects the rate

Student B: You are an advertising company employee. Answer Student A's questions.

Writing

9 You are an online advertising company employee. Use the contract and the conversation from Task 8 to write about how advertising with your company works (120-150 words). Talk about:

- The banner options
- The billing options
- How the rate is determined
- What your company guarantees

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